

Starchroom Laundry Journal

First in the Laundry Industry Since 1893

FEBRUARY • 1958

Detail programs of
AMERICAN INSTITUTE OF LAUNDERING
Diamond Jubilee Convention and Exhibition
and

**National Association of Institutional
Laundry Managers Convention**

**The Booming Segment
of the Laundry Industry
Convention Close-ups**

**Can You Deduct Your Wife
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76 Years a Laundryman



PRE-CONVENTION ISSUE





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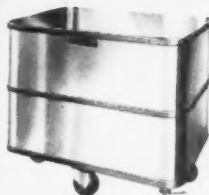
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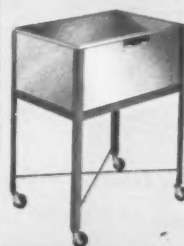
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READER'S GUIDE

VOL. 65, NO. 2 FEBRUARY 1958



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You've Got Troubles?

The high cost of labor, testy customers and strict labor laws tend to make things difficult for the German laundryman. The other day we had the good fortune to chat with one who was visiting the States. His base price, one of the lowest in Germany, is about \$2.25 in U. S. money. Being a progressive operator he wants to improve his production with ideas gathered by observing some of our methods here.

In the course of our conversation we were amazed by some of the labor difficulties he has run up against. One German law says that if a worker is absent from work one week, he must receive 90 percent of his earnings of the previous week. This leads to some interesting abuses. The employee being paid by the piece is clever enough to work a heavy week, claiming illness when the work diminishes and collect more for being absent than he would working. A worker receiving an hourly wage, on the other hand, works the light weeks and takes off when the work piles up.

German employers are also stymied with another piece of legislation. An expectant mother cannot be released from her job until she gives birth. And the employer must furnish a reclining chair for her so that she may be able to rest when she wishes.

Very thoughtful of the German people, you might say. But our friend tells of one girl at his plant—three months along at the time this law was passed—who ordered her chaise longue and began a six-month paid vacation. And there wasn't a thing our friend could do about it.—Dick Vinocur

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last a year
or more!

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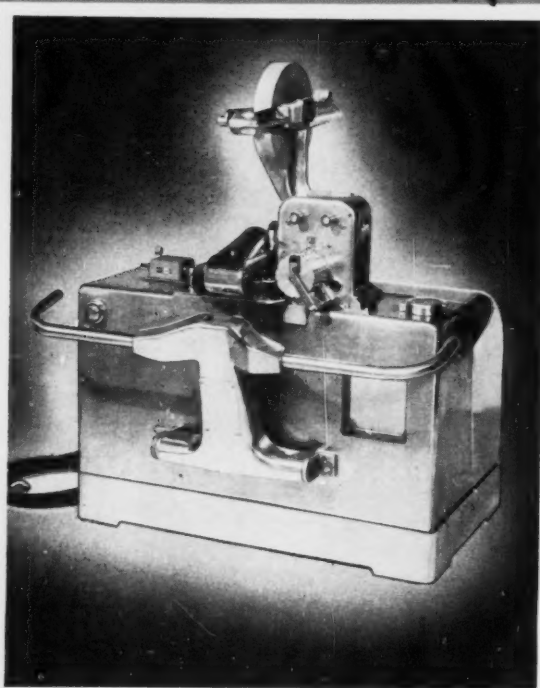
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MARK III

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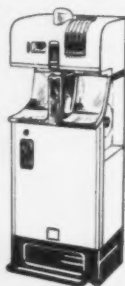
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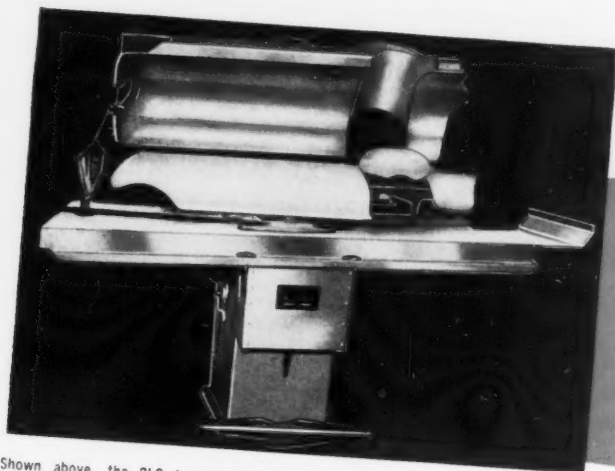
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THE PRECISION MADE **BROADBENT** 36" EXTRACTOR

500 to 600 pounds (dry weight) per hour. Patented suspension completely eliminates vibration. — — — Automatic timer, interlocked safety cover, and automatic cut out if load is over 12½ pounds out of balance. The 3-wing divider simplifies loading and prevents tearing of loose work, while the removable basket ring permits straight up unloading. One of the finest pieces of laundry equipment ever built.



Shown above, the 2LO two lay body press with specially shaped buck to finish collar and cuffs. This press combined with a sleeve finisher and folding table makes the ideal one girl shirt unit.

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Built so well every press carries a 3 year guarantee. Yet the prices will surprise you. Buck sizes and shapes to fit every pressroom operation.

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BOOTHS
B8 to B12

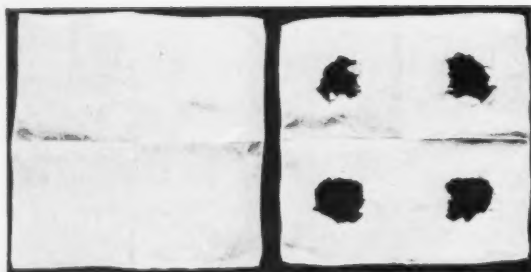
2007 Broadway
Santa Monica, Calif.

February 15, 1958

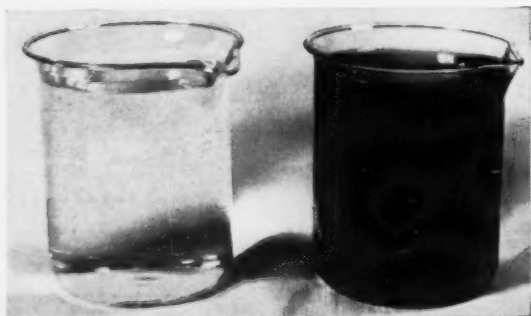
HALOX[®] DRY BLEACH CAN'T AND IT'S



*Check
this 5-point
rundown!*

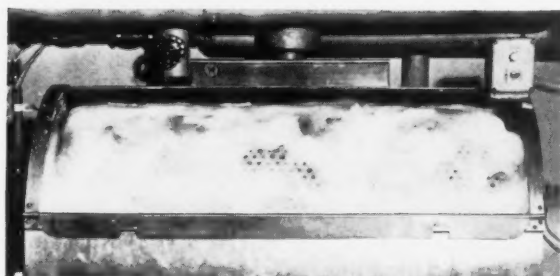


1 No bleach damage when you use HALOX, the safe, dry, organic bleach. Make this test: Wet a hand towel, fold into quarters. Sprinkle liquid hypochlorite bleach on it and let stand overnight. Do the same using HALOX dry bleach. Next morning, put both pieces of fabric through your washing procedure. Results are shown — HALOX on the left; hypochlorite at the right!

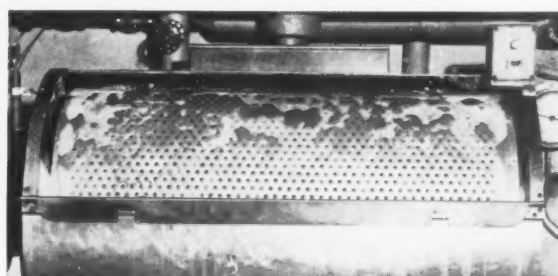


2 Iron in the water supply will discolor linens washed in it, but the problem disappears when HALOX is used. The beaker of clear solution contains the same concentration of ferric chloride as does the beaker of dark solution. In the clear beaker, however, the iron has been sequestered or “tied-up” with Wyandotte HALOX, and cannot discolor linens!

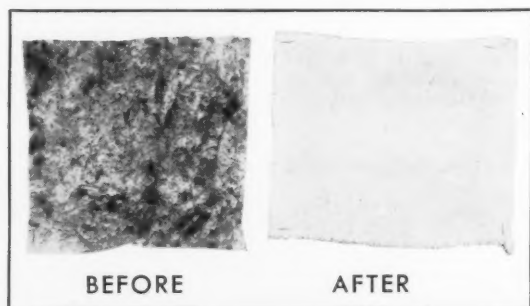
DAMAGE CLOTHES EVER A COST-CUTTER, TOO!



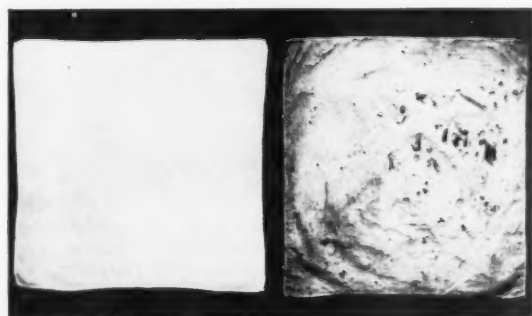
3 Soap is "regenerated" on the bleach bath by HALOX. A washer was loaded with badly soiled and stained linens. At left, Wyandotte HALOX was added to the process.



Compare the suds regenerated, with skimpy amount (right) resulting from same formula — except that a dry bleach *claiming* to be as good as HALOX was added. Try this test!



4 Even mildewed linen can be reclaimed in the washing operation when HALOX is used! And you can enjoy as much as a 60% saving in soap! Look at these "before" and "after" comparisons. HALOX will bring about complete reclamation, and, at the same time, there is a minimum of tensile-strength loss. And HALOX prevents excessive linting.



5 Superb stain removal is yours with HALOX. The linen napkin shown was one of many heavily soiled napkins. Using Wyandotte HALOX, the stubborn stains were removed without leaving a trace — just one more advantage available to you. Your Wyandotte representative has a whole briefcase full of similar washing "secrets."

Your Wyandotte representative can give you the complete, profitable details. Contact him today. Wyandotte Chemicals Corporation, Wyandotte, Michigan. Also Los Nietos, California. Offices in principal cities.

 **Wyandotte** CHEMICALS

J. B. FORD DIVISION

SPECIALISTS IN LAUNDRY WASHING PRODUCTS

NEW PRODUCTS and LITERATURE

Braun Introduces 350-Pound Combination Unit



Presentation of a new 350-pound washer-extractor to Canadian customers was made by G. A. Braun, Inc., at an open house held recently at the Stork Diaper Service, Toronto, Ontario. Two attendees at the event listen as H. J. Werner, Braun president, second from right, describes some of the qualities of the machine. Jack Schutt, sales manager, Carmichael Heat & Power, Ltd., eastern Canada distributor for Braun Unit Wash, far right, looks on.

The new Braun Unit wash features a three-pocket, non-perforated partition; large outboard bearings isolated from water by double labyrinth seals, and heavy stainless-steel split door designed for operator ease in loading and unloading each

partition. It also contains a specially designed drive permitting top, side or back mounting depending upon space needs.

Further information is available on request to G. A. Braun, Inc., 461 E. Brighton Ave., Syracuse, N. Y.

Package Generator Booklet

In connection with a broad new approach to hot water generation, Cyclotherm Division, National-U. S. Radiator Corporation, has issued a six-page specification sheet, "Package Boiler Economy for Modern Hot Water Systems."

Economy of space and fuel consumption are two advantages of the package generators noted. The sheet also states that the boilers incorporate Cyclotherm's Cyclonic Combustion, a method of burning fuel and transferring heat. Another feature of the package generators is their ability to accept recirculated water from return lines with wide temperature differentials.

Three diagrams showing the dimensions and operating data are also included.

To obtain a copy write to Cyclotherm, Dept. AQ, Oswego, N. Y.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

Device Speeds Packaging



With the new bracket-type dispenser shown here, invoices can be attached to drycleaning and laundry bundles at the same time they are sealed. This method of sealing also provides a convenient carrying grip on the package.

Minnesota Mining and Manufacturing Company is offering its Scotch brand M-78 laundry bracket dispenser free of charge in a special deal (Deal SP), with the purchase of 36 rolls of Scotch brand cellophane tape.

The tape is held about a foot above the workbench surface by the dispenser. The packager attaches the invoice to the bottom (adhesive side) of the tape strip and handles both tape and invoice as a unit in sealing the end of the laundry bundles or shirt bag.

The dispenser is made in two separate sections, one a metal bracket with a cylinder

to hold the tape roll, and the other a metal plate with a cutter blade attached.

For details on the special offer write to Minnesota Mining and Manufacturing Co., 900 Bush St., St. Paul 6, Minn.

Nu-Staple Press Cover

A new spun fabric is used in making Nu-Staple No. 19, a new laundry press cover introduced by Manitowoc Cotton Goods Manufacturing Company. No resin or dye is contained in the cover to cause bleeding or starch stains. Nu-Staple No. 19 will last a minimum of 260 hours, the maker states, and is said to save 50 percent of cover cost.

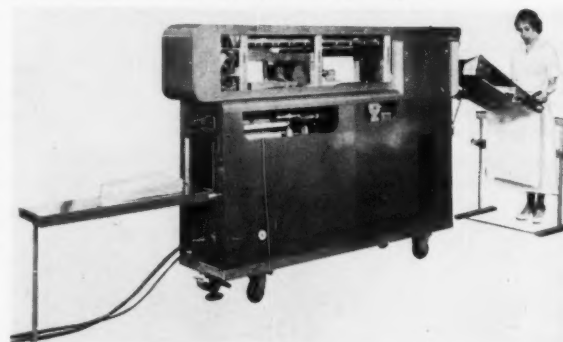
For additional information write to Manitowoc Cotton Goods Mfg. Company, 909 York St., Manitowoc, Wis.

Keever Instant Starch

Satinette Q S is a new Keever starch requiring no cooking or preparation. R. W. Allen, manager of the Laundry Sales Division, points out that Satinette Q S Starch is the result of five years of experimental work and field testing. Satinette Q S is a complete precooked blend of wheat and corn starches, designed for use in dry form only.

For additional details write to the Keever Starch Co., 538 E. Town St., Columbus 15, Ohio.

New Machine Performs Automatic Folding



Hydraxor is a new machine, produced by The Hydraxor Company, that automatically and without size adjustment folds flatwork at a constant speed of 120 feet per minute. Any small piece up to 24 by 48 inches can be processed. The electrically controlled unit may be used for hand operation or for direct feed from the ironer.

No lubrication is required for this aluminum-constructed machine. No adjustments for size

are needed, and the unit counts, stacks and ejects bundles in any multiple of 50. The Hydraxor is also said to crossfold to $\frac{1}{32}$ inch.

For complete information write to The Hydraxor Company, 3500 Touhy Ave., Chicago 45, Ill.

Pennsalt Spotting Chart

Information on what spotters to use and how to use them is

Continued on page 99

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under all conditions

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Starchroom Editorial

Bright prospects

● We are poised on the eve of what promises to be the biggest and best convention and exhibition ever held in the 75-year history of the American Institute of Laundering. Registration is expected to top all previous records and booth space has been sold out months in advance.

● Laundry industry leaders anticipate a slow first business quarter but, almost to a man, all expect laundry sales to be anywhere from 2 to 7 percent higher than they were in 1957, which was one of the industry's best years.

● When sales from every segment of the industry are totaled together—linen supply, power, industrial, etc.—we now have a 1.6-billion-dollar-a-year laundry industry. It has increased by more than \$281 million—or 21 percent between 1948 and 1954.

● Even when considered separately, family laundry sales have increased from \$678 million to \$780 million since 1948, representing an increase of 15 percent.

● Out on the West Coast a group of progressive laundrymen became so enthused by the prospects of automation that they raised enough money to give the Stanford Research Institute the go-ahead last month on a project which may revolutionize our entire concept of laundering methods.

● The Armour Research Foundation, which conducted a preliminary survey of the industry for the American Institute of Laundering, has offered the industry a list of proposals that it deems the best avenues for further exploration. And the climate seems right for a start to be made some time this year.

● The Professional Laundryowners' Foundation, whose members include some of the top plants in the metropolitan area of New York City and Philadelphia, announced last month that it had hired a second Betty Best to represent it. One Betty Best just couldn't handle all the engagements for this year's calendar of activities.

● Business executives in general are optimistic about their businesses next year and in the years following. A Dun & Bradstreet Survey revealed that about 8 out of 10 anticipated that their 1958 profits would equal or exceed those of 1957. In a five-year projection, Dun & Bradstreet also reports that the presidents of 109 companies predict that their own profits will rise 57.8 percent over present levels by 1962.

All in all, the prospects for the future are highly encouraging.

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BILT

ORVUS

Hydramor GRANULES



Quality-consciousness is reflected in Dupont's plant face. Brick structure to right of call office was built last year; houses vault and laundry storage area

How Much Does Quality Cost?

Dupont Laundry's long experience proves quality doesn't cost as much as it pays

By HENRY MOZDZER



Free-repairs policy was instituted to catch minor defects that might otherwise make customers' garments unwearable. The move made it necessary to hire second seamstress in drycleaning department



Third inspection station at subassembly turned up surprise—even to Dupont's which has had quality check program since 1943

TRIPLE INSPECTION on dry cleaning is currently standard procedure at Dupont Laundry in Washington, D. C.

We were a little surprised by this development because when we visited the plant only a half a dozen weeks earlier, we were impressed by the unusual *double inspection* system which was being used at that time. In fact, it was one of the things that prompted us to go back and do a story.

In our preliminary conversation with plant manager John K. Wither- spoon, we learned that Dupont, like many other plants, had always felt that the quality of their work was outstanding. They had exercised all the usual precautions in processing—maybe even more than were expected. And since the new (four-year-old) drycleaning department showed steady gains it seemed reasonable enough to suppose that the customers were well satisfied with the work quality.

But, probably more out of curiosity than because they felt they needed it, management invited the Bureau of Laundry and Dry Cleaning Standards to come in and do some testing. That was in June of 1956.

The first test bundle through the drycleaning department came back with five errors. In later tests as many as nine errors were recorded. (Usually the Bureau member plants don't worry about drycleaning quality until the number of errors exceeds three or four. In the November 1957 test run Dupont got back a report showing only one error.)

Repairs worst culprit

Most of the errors had to do with repairs—or, rather, the lack of them—which made the garments unwearable; e.g. open seams and missing buttons. And management decided to do something about them.

The Bureau's function is diagnostic. It pinpoints the area where errors are being made but the remedy, for the most part, has to be worked out by the plant.

Last summer Dupont began double inspection in its drycleaning department. In this case, there are two inspectors. One inspector stands right behind the other (about 6 feet back) and checks the same garments again as they come down the finish rail.

This procedure is admittedly a duplication of effort, but management would prefer to have the second inspector catch the errors rather than have the customer find them.

In the early weeks the second inspector caught as many as 75 slip-ups. When the score dropped to 16, man-

agement felt that was pretty good—but it checked again.

The third inspection point was set up a few weeks ago. It is handled by the girl at the subassembly station. As she subassembles she carefully checks each garment.

The first week this function was assigned to her, she found 62 errors. Now they only amount to two and three a week.

Closely tied in with Dupont's multiple-inspection system is its policy of free minor repairs. This consists largely of tacking up trouser cuffs, sewing split seams and replacing buttons.

According to drycleaning supervisor Maurice Murphy, approximately 1,700 pieces are repaired free for every \$4,500 worth of drycleaning business. One week this past December, the two repair girls in this department made minor repairs on 1,300 pieces.

During the same week of the year before, when only one repair girl worked in this department, 460 minor repairs were made.

At this point it seems logical to ask: What does this fetish for quality cost? And what have been the results?

Dupont's director of production Robert E. Price answers these questions this way:

By giving better quality a plant can expect to attract more volume.

In handling more volume, a plant can process it at lower cost because men and machines can operate more efficiently as they approach the capacity at which the plant was intended to operate.

In the long run, then, the additional

cost of maintaining quality is offset by lowering the productive costs.

The base rate on drycleaning at Dupont's is \$1.35. Productive labor costs stayed about the same during 1956 and 1957—around 24.5 percent in drycleaning. Drycleaning sales, meanwhile, increased better than 16½ percent during 1957 over the 1956 figures. And this sideline now accounts for about 35 percent of Dupont's sales dollar. (See account of Dupont's plant expansion program elsewhere in this issue.)

The laundry side

The emphasis on quality is nothing new at Dupont Laundry. The plant has concentrated on this aspect of production since 1943.

It starts at the marking department and follows right through to the wrap-out station where even a heavier stock (40-pound kraft) paper has been adopted to assure the bundles being returned in good shape. All through the operation, the employees have been indoctrinated with the idea that customer satisfaction goes hand in hand with job security.

In the marking department, the employees receive not only a production incentive but additional incentives for marking and listing accuracy. (The best girls earn 6 to 7 percent more for maintaining a standard of accuracy on the listing operation alone.)

According to Mr. Price, management regards the value of quality so highly that it pays out 10 to 12 per-

Continued on page 14



Laundry quality begins at the marking stations. Dupont offers its employees incentives not only on production but on accuracy as well. Elaborate records help Bob Rice pinpoint the source of errors

Continued from page 13
cent of payroll just to insure having the work done right.

Listing Accuracy standards, for example, were worked out after a six-week precheck based on 1,000 pounds of work. Arbitrarily, management deducted 2 percent for each error, using a base of 100 percent for perfect listing. This method of figuring gives the plant some leeway, involves all the marking operators and yet leaves room to recognize individual effort.

Bonus Scale for Listing Accuracy

95%	2 cent increase
96%	3
97%	5
98%	7

The markers usually earn the 3-cent increase and often the 5-cent rate. Similar records are also kept in the assembly department.

The number of errors recorded varies from day to day with no set pattern discernible. It goes along satisfactorily for a while and then there are "bad spells." The value of this elaborate record keeping, however, lies in the fact that it helps to pinpoint the weak spots as they occur and immediate measures can be taken to correct them. Numerous blank spaces in the errors column prove that such vigilance linked with the proper incentives does pay off.

On jobs where no records system or bonus plan is set up, the employees are encouraged to follow the good example set by their fellow workers. And they, too, are reminded that customer satisfaction is directly related to job security.

Maintenance contributes

We would be remiss if we did not make some mention of Dupont's wash kitchen. The semi-automatic washwheels are 10 years old. But they are kept in immaculate condition and the washing area itself reminds one of a bakery or clinical laboratory. It's spotless. The equipment is kept in excellent repair, the formulas are checked regularly and careful attention is given to the water and other supplies.

Again, while the plant believed it was practicing eternal vigilance to maintain quality, management decided to leave this judgment to an outside inspection service.

When a Bureau of Laundry and Dry Cleaning Standards test bundle was submitted to the laundry in June 1956 it came back with 38 errors—mostly in finishing, folding, and missing buttons. The latest Bureau report, for November 1957, noted 14 laundry errors, representing a 75 percent improvement in laundry quality. One

reason for this is the change in Dupont's shirt finishing department.

About six months ago the company abandoned the idea of having the girls in the shirt units do their own repairs. Management reasoned that this was asking too much of operators involved in a production operation since it slowed them down.

A separate repair station was set up to replace buttons, handle touch-ups and repairs for the plant's three 3-girl shirt units. This station is attended by a touch-up girl and a seamstress who also is responsible for folding socks and knitted underwear.

The girls on the shirt units are not penalized for passing shirts to this repair station. They simply pencil their unit and lot number in the collar and the girls in the repair station do the rest themselves, including folding.

The shirt unit is credited with the

piece, and these repaired shirts are added to their regular production records. The three units average better than 100 shirts per hour each.

Management notes that more buttons are being used since this change was brought about. And that more shirts are going to repair. It is currently estimated that somewhere between 5 and 10 percent of the shirts processed require some additional service to make them perfectly wearable. While some plantowners might question this policy, Dupont's believes this extra attention pays off with satisfied customers in the long run.

While laundry quality is somewhat harder to control because of the natural complexity of the bundle, Dupont's is encouraged to note that its laundry sales for 1957 were more than 2½ percent higher than they were in 1956. □□

DUPONT'S

PARADE OF PROGRESS

FOR MOST of its 50 years Dupont's has been engaged in processing laundry exclusively. But four years ago the company set up its own drycleaning department to keep pace with the one-stop trend.

Because zoning laws prohibited construction on an adjoining lot, the management pulled out its trucks and

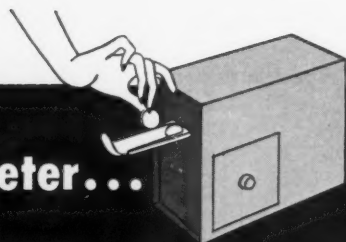
fitted the department into its garage. The department occupied 2,500 square feet of floor space and was equipped to produce \$5,000 worth of drycleaning per week. (For additional details see story in STARCHROOM, February 1954 issue.)

The work was cleaned, finished, assembled and bagged here, then slick-



Route-storage rails intriguing this visitor were prefabricated, brought to plant in sections and hung in only three days. Two-thirds of Dupont Laundry's drycleaning volume is in week-to-week delivery

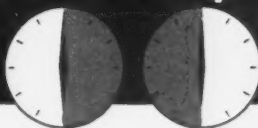
A little coin meter...



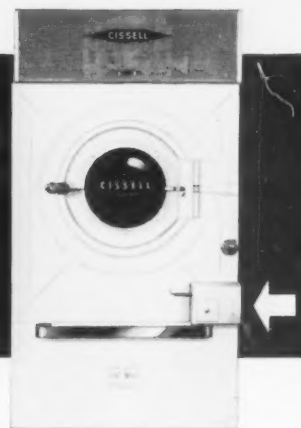
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Coin-operated 25¢ 5¢ 10¢ unattended laundries
attract new customers everywhere

24-hour convenience adds profits
day and night



CISSELL DRYERS with Coin Meters
move 1350 cu. ft. of air a minute
(36" x 30" size) for fast drying



Unattended coin-meter stores and coin-meter feeder plants are converting more wash-at-home housewives to outside laundry service customers every day. Join the trend but make sure you have the right equipment to do the job. Of course that includes Cissell Dryers built for long life and with the features you want. Check . . . compare . . . you'll agree that Cissell Dryers do the job—right!

*Large basket shaft in Gear Reducer, supported by Timken Bearings—15 year life expectancy under continuous 40-hour week operation!

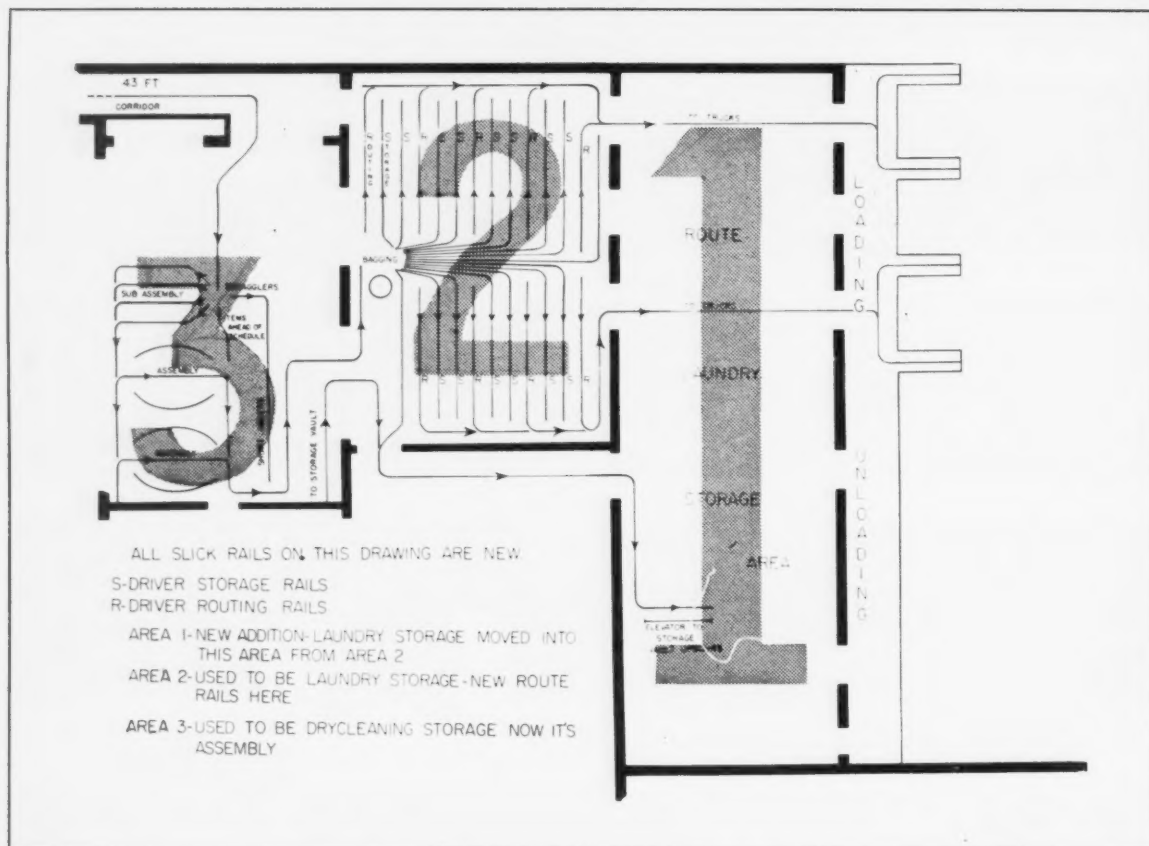
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Leapfrog layout: Drawing shows how Dupont expanded its drycleaning facilities by moving its assembly and storage areas forward, while confining its cleaning and finishing area to one room.

railed down a 43-foot corridor to a part of the plant which served as the route storage area for drycleaning.

As time went on the department added a household unit. Then an ironing board and puffs was added to one coat unit to do fancy wools and wool dresses. And then an extra seamstress station. All these changes required space and would have overcrowded

the department if management hadn't realized that assembly and bagging could easily be done in another room.

These stations were eventually moved forward into the route drycleaning storage area. The corridor thus turned out to be an asset, providing space for finished work not yet assembled.

The route drycleaning work was

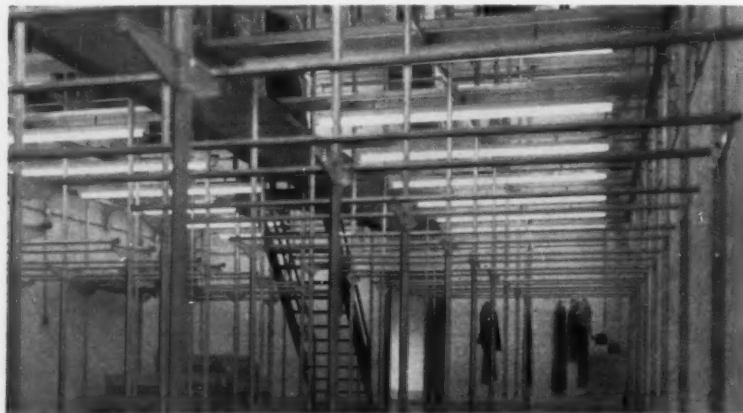
moved forward into the laundry storage room. This would have put the laundry storage outside along with the plant's 16 route trucks had management not put an addition on the front of its building last September.

The new addition is two stories high and serves a multiple purpose. The first floor is used for storing laundry bundles and as the truck-loading area. The second floor houses Dupont's new storage vault.

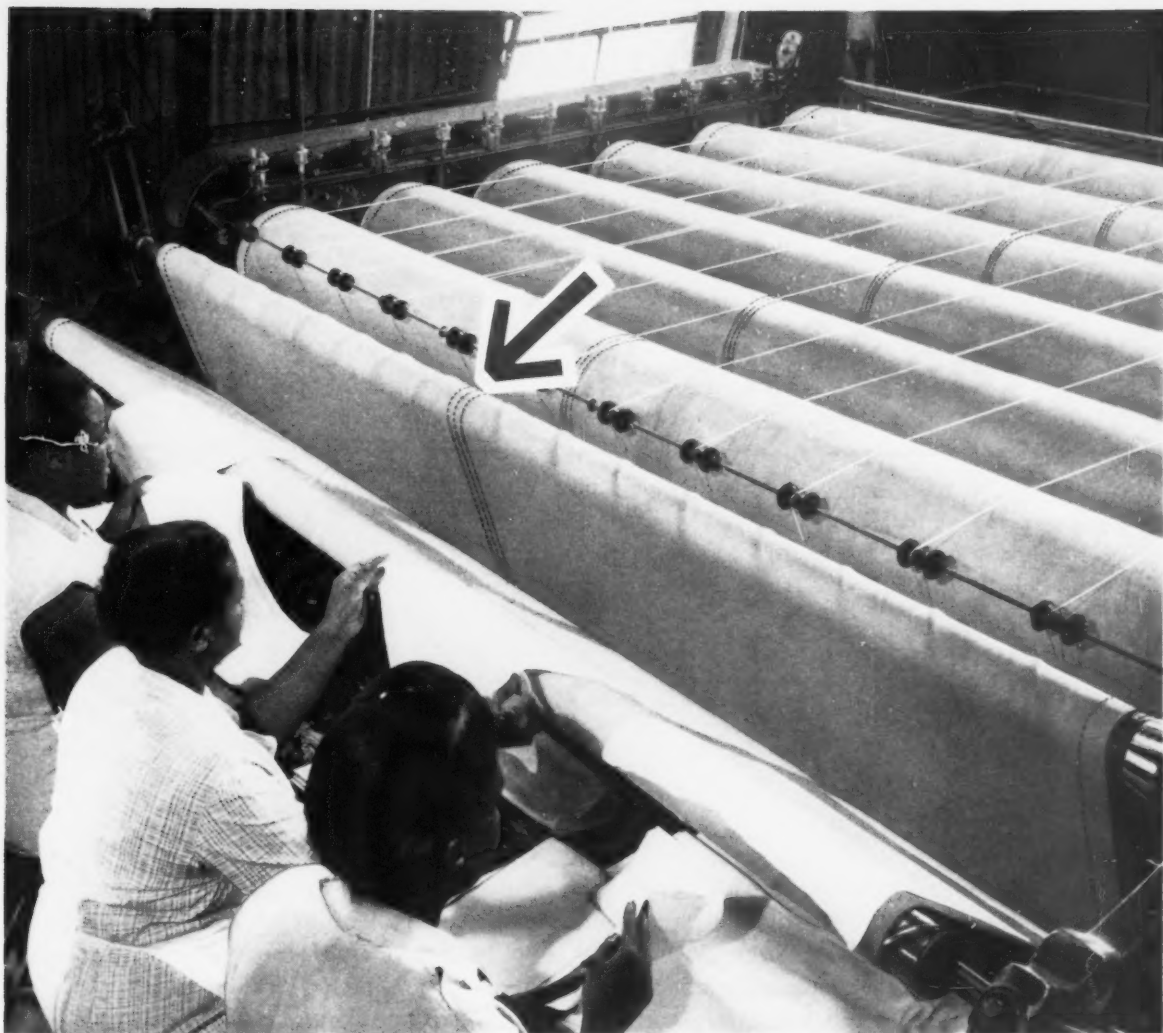
While management is interested in fur storage, it is more impressed by the box storage idea. And for good reasons: (1) The average box, it finds, contains \$15 worth of drycleaning, (2) the plant has all the time in the world to process it, and (3) the customer is willing to pay \$5.95 just to get the stuff out of his closets.

The storage sideline was begun only last year. Yet it was interesting to learn that during the first week of October the drycleaning department chalked up a volume of \$10,000, two-thirds of it in storage work.

In a relatively short time progressive management, by diversifying its services, has enhanced both its physical and financial stature. □□



New vault measures 24 by 60 feet and has three tiers of racks. Dupont will place particular emphasis on box storage which proved very profitable last year



ALL STEAMED UP—During the past ten years, the Independent Towel and Linen Service, Inc. has grown into one of the leading linen supply laundries in Atlanta. Operating ten trucks, it supplies towels, linens and aprons to a wide segment of Atlanta's commercial and institutional establishments. Contributing to Independent's efficiency is its flat bed ironer which operates at an accelerated rate of 320 double bed sheets per hour. Quite naturally, the higher steam pressure required at this speed is a severe test of apron cloth wearability. Under these arduous conditions, Independent is using Prosperity® apron cloths, as it has been — almost exclusively — for the past ten years. This is another example of how the fabrics produced by Mount Vernon Mills and the industries they serve are serving America.



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*Trademark Mount Vernon Mills, Inc.

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Over 600 Combination Washer-Extractor

Machines in Operation!

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As only G. A. Braun's 52 years experience and effort toward automation in the laundry washroom can bring to a washer-extractor. Add to this the over 600 time-tested, successful machines in operation. You then have the story of the machine

that *first* opened the industry's eyes to the almost unbelievable savings promised by washing and extraction in one machine—compounded by Critical Point (intermediate) extraction. Put them together, and the result . . .

EQUALS . . .

the *ultimate* contribution to washroom automation. Double-wash action created by divided equal pockets, the unique washboard drop, plus the squeezing action of the important wet rub, extraction at the *one* point in the cycle correct for maximum soil removal—these are the Braun

created techniques that bring you a quality of work you've never known before, plus tremendous reductions in cost. And since every dollar of cost reduction is a direct addition to profit, Braun Unit Wash brings you the kind of

EXCELLENCE . . .

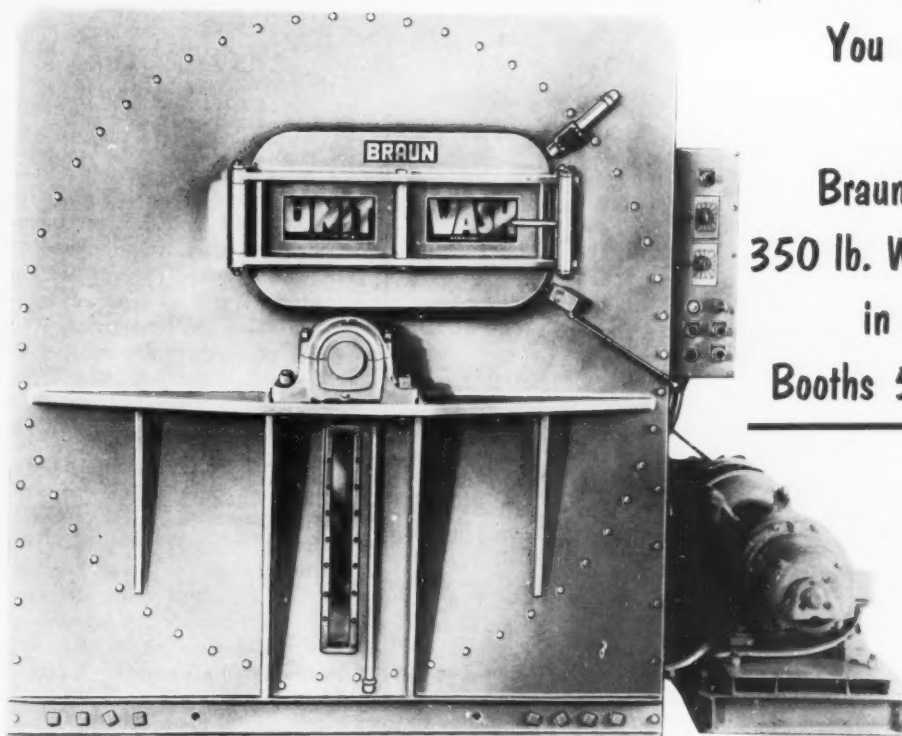
that's really significant! The dollar kind of significance. It can be done only because the total result of Braun's experience and skill, the years of testing and retesting, inventing and improving, make it possible for you to get superior quality (99 per cent whiteness retention; minimum tensile strength loss); superior water removal at

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AND NOW THE NEWEST . . .

of the really new. Braun introduces the new 350 lb. Unit Wash to complete a full line of washer-extractors that now includes 60, 100, 200, and

350 lb. capacities. This unique new, big, bold three pocket beauty has 14 bonus features you'll want to know about, including a larger shaft and



You can see the
NEW
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 in Chicago!
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outboard bearings, double labyrinth seal, larger 380 square inch cylinder door opening, new electric (not spring) operated panel timers, more cylinder ribs, new positive door locking latch, easier to read temperature gauge, improved base anchoring, reinforcement plates, high torque extractor motor to compensate for low voltage,

rear-located overflow outlet, poppet-type neoprene seat dump valve, larger water inlets, and new alkali resistant epoxy-resin finish paint. These are Braun's big improvements on the big new 1958 Braun Unit Wash 350 lb. washer-extractor.

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you have a right to expect the best. You'll find, as the new features above testify, that Braun equipment is always "In League With The Future." See Braun, the pioneers who perfected automatic washer-extractor operation. Braun is the

full line washer-extractor manufacturer who offers you time-tested equipment, new and improved features for 1958, and The Testimony of over 600 *Successfully Satisfied Installations*.

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The really new developments in washer - extractor automation come from Braun. You owe it to yourself to investigate the amazing developments and improvements in Unit Wash for '58. See G. A. Braun, Inc., at the AIL exhibit in Chicago: Booths 531 and 531A.

The BOOMING SEGMENT Of the Laundry Industry

Our readers are making impressive strides . . . and here's how surveys of their activities prove it

EQUIPMENT PURCHASES can be fairly accurate barometers that tell us a good deal about the general health of business and the direction in which it is moving.

During the fall of 1957 STARCHROOM conducted an equipment purchases survey among a sampling of readers. Almost 17 percent of the questionnaires mailed out were returned with the result that we have a clear picture of the buying activities of 540 plants over an 18-month period. Our nationwide survey showed that 359 of the 540 respondents had purchased one or more major pieces of capital equipment during the period under investigation.

Washer purchases appeared most frequently on the list with 22 percent of the total respondents buying open-end machines, 10 percent buying side-loaders, and 3 percent preferring the combination washer-extractor units. Multiple sales were not uncommon as evidenced by this actual breakdown: 118 plants bought 195 open-end washers; 55 bought 69 side-loading washers, and 16 plants bought a total of 26 washer-extractors.

Shirt unit sales were also way up on the list with 28 percent of the respondents indicating that they had bought at least one unit. The actual count showed that 153 plants bought 180 shirt units at a combined investment estimated at better than a million dollars.

Other equipment purchases indicate the relatively high level of business activity over the period examined. Specifically, 98 plants bought 111 extractors, 117 plants bought 185 tumblers, 43 plants bought 47 flatwork ironers, and 75 laundries bought 151 laundry presses of various types in addition to the shirt units mentioned.

The plantowners receiving this survey were asked to identify the products purchased by name, giving us a

clue as to the kind of business laundries are going after today. Just as open-end washers suggest a move into activated branch operations, the purchase of large side-loading washers suggests a plant expansion or modernization program.

These observations coupled with our other subscriber surveys give a pretty good picture of the direction progressive power laundries are moving toward today.

We know from the brand names given on this survey and from the recent J. A. Ward survey of STARCHROOM subscribers that our readers overwhelmingly represent the professional power laundries—the progressive group that handle 90 percent of the total laundry volume. (Of the 581 reporting their sales volumes in the Ward survey, 56.2 percent were in the \$100,000-or-more classification.)

New markets sought

A large number of this group are very much interested in new markets and have actively pursued this goal. Almost 28 percent of the total responding, in fact, have indicated adding a branch outlet within the past two years. The survey also indicates that the larger the laundry operation, the higher the rate of branch-store expansion. For example: the Ward survey shows that during the past two years, new branch outlets were opened by:

44 percent of the laundries doing over \$10,000 a week.

43 percent of the laundries doing \$5,000 to \$10,000 a week.

32 percent of the laundries doing \$2,000 to \$5,000 a week.

24 percent of the laundries doing \$1,000 to \$2,000 a week.

16 percent of the laundries doing less than \$1,000 a week.

Continued on page 22

For the Future

- Large plants, because they offer the most fertile ground for mass-production techniques, will continue to grow more efficient through the use of conveyors and all types of automatic machinery and equipment. The Ward Survey shows the majority of plants doing better than \$5,000 per week are conveyorized.

- While the smaller plants do not have as many conveyors, they are nevertheless interested in labor-saving equipment and will continue to be even more so in the future. Interestingly enough, plants doing less than \$5,000 per week are making greater use of combination washer-extractors than are the larger operators, according to the same survey.

- Package-plant operators will open feeder stations to get more volume and increase dollar profits. And as the number of outlets increases, trucks will be added to gain additional business in the same areas.

- Truck leasing plans will receive more favorable attention as plantowners re-evaluate maintenance, garaging and replacement costs. Some 6 percent of our readers rent their trucks now. And another 23 percent look favorably on leasing arrangements.

- More plant call offices will be modernized to make them more attractive and convenient. Changes will include the addition of parking and drive-in facilities as well as coin-meter laundry departments which will permit the customer to come in any time of the day or night.

- While everyone is talking about quality, the progressive plants will set up quality control systems to improve it and profit thereby.

- The development of managerial skills will become more and more essential. The number one problem cited by plantowners was the hiring, training and motivation of employees.

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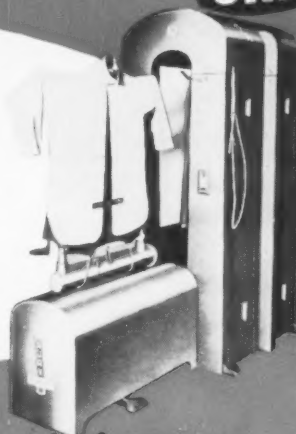
Supermatic
SHIRT UNIT

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Model CBBY

CABINET BOSOM-BODY YOKE PRESS

Completely finishes the front, back, and yoke in one lay automatically in 15 seconds, with perfect quality • Easy to Load • Easy to Train New Girls • All Steel Construction for Dependable Service • Exclusive AJAX High Velocity Heads for Fast Drying



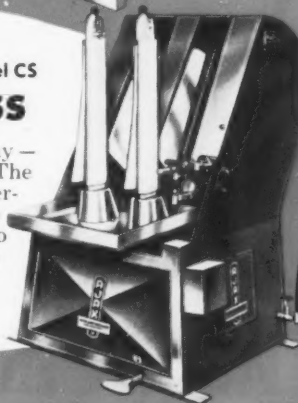
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Model CS

CABINET SLEEVE PRESS

Superbly finishes both sleeves in one lay — automatically — in 10 or 12 seconds • The exclusive "Magic-eye" seam indicator permits instant adjustment for any size sleeve • Faultless finishing from cuff seam to shoulder seam • High velocity heads and fully heated bucks for fast drying.



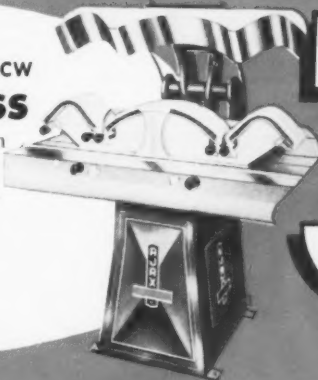
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AJAX

Model CCW

COLLAR AND CUFF PRESS

Completely finishes both cuffs and collars in one lay with superb quality. Equipped with exclusive AJAX HI-VELOCITY HEADS for fast drying. Designed for years of continuous performance. Every piece of goods gets extra-fine, lustrous finish that customers appreciate.



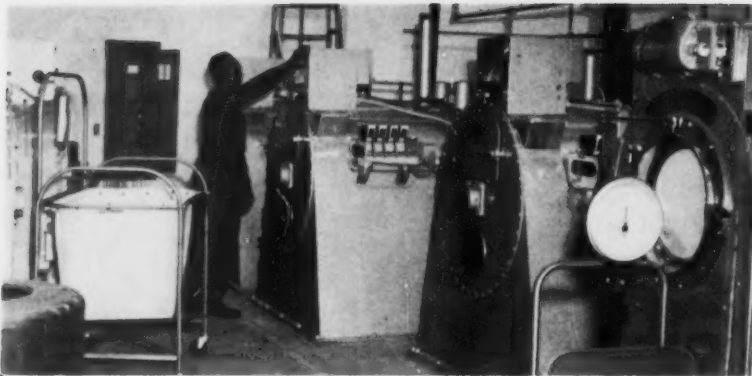
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Laundrymen see them and buy them 2, 3 and 5 units at a time! Write, wire or phone for complete information. Each of these models can be added individually or as a unit. Conversion diagrams, complete layouts and surveys will be sent free on request.



Labor and cost savings are the points that interest our subscribers most when they set out to buy new laundry machinery and equipment

What Our Readers Are Buying

Equipment purchased during past 2 years	Percent of total buying (359)	Percent of total responding (540)
Open-end washers	32.8%	22.0%
Side-loading washers	15.3	10.1
Washer-extractors	4.4	3.0
Extractors	27.2	18.1
Tumblers	32.5	21.6
Flatwork ironers	12.5	8.3
Laundry presses	20.8	13.8
Shirt units	42.6	28.3
Drycleaning units	20.0	13.2

Note: Where multiple-unit purchases were indicated but exact number was not reported, the number was entered as 2.

Drycleaning is provided by 9 out of 10 STARCHROOM LAUNDRY JOURNAL subscribers. And better than 7 out of 10 process this work on the premises



Continued from page 20

But if our reader-plantowners show an interest in branch outlets, they show no indication of giving up their route operations. Not only do our readers own and operate more trucks today, but a large percentage of them are planning to purchase additional vehicles in the future.

The typical STARCHROOM subscriber owned 9.4 trucks in 1955 compared to 8.35 trucks in 1949. And nearly 84 percent with house-to-house pick-up-and-delivery service reported that it accounts for 50 to 100 percent of their entire volume. The same survey showed that more than 70 percent planned to add trucks to extend their delivery market.

Many of our readers are also extending their present plant facilities, buying new, modern, more efficient equipment and adding new services. In every issue we carry these progress stories in which individual plants have plowed back as much as \$250,000 to bring operations up to date.

Most do drycleaning

Drycleaning service is now provided by nearly 9 out of 10 STARCHROOM subscribers who were queried about this in the summer of 1957. A total of 1,013 said "Yes," they provided this service as a convenience to their patrons, while only 102 answered "No." About one-sixth of those answering negatively, however, are considering the addition of drycleaning service, expansion of current service, or converting from "processed outside" to "processed in the plant." The later equipment-purchased survey showed that 69 laundries bought 75 drycleaning units—17 petroleum-type and 58 synthetic. Here again the brand names suggest that laundryowners buy larger-capacity equipment than do drycleaners.

Linen supply service is another source of business that engages our subscribers' interest. A survey conducted in 1956 revealed that 19.3 percent of our readers offer some type of linen service.

More than 60 percent of these service standard outlets such as restaurants, bars, beauty parlors and professional offices with aprons, towels and uniforms. And nearly 50 percent service industrial accounts. A substantial number indicated that they handled all types of supply including household and diaper service.

These surveys all confirm the high rate of growth and expansion among the power laundries whose owners and managers are readers of STARCHROOM LAUNDRY JOURNAL—the booming segment of the laundry industry.



General washroom of Stoughton Laundry, Stoughton, Mass.

COLD WATER RINSES SAVE \$300 IN 7 MONTHS

More than 200 laundries now are using new LEVER COMBO . . . because it permits more cold water rinsing. Here's a sure way you can save money on fuel.

With LEVER COMBO you can use cold water rinses on all classes of white work. You get down to tap water titration in three rinses. And fugitives and fine fabrics fare equally well.

You'll probably save money on water too. LEVER COMBO makes it practical to shorten formulas — to a total of seven operations, start to sour.

Along with the fuel and water savings possible in nearly every case, LEVER COMBO turns out whites and colors bright as you've ever seen . . . and no matter how set the dirt, LEVER COMBO gives you the cleanest wash possible.

Are shirts and family bundles, or hotel and hospital flatwork important in your set-up? Then let the Lever man show you how much fuel money you save by using LEVER COMBO with cold water rinses.



A regular user of LEVER COMBO in the Stoughton Laundry, owner Dick Owers says he has been able to effect a substantial saving in fuel and water costs and still maintain top quality in shirt work and family washing.

**Lever Brothers
Company**

390 Park Avenue, New York 22, N. Y.



Newest addition to main building is call-office wing at left. Windows give full view of call office and washers

Expansion at Ephrata

New drive-in facilities, activation stimulate sales at House Laundry

By LOU BELLEW

THE NEW CALL OFFICE at House Laundry & Dry Cleaning Co., Ephrata, Washington, not only increased the size of the operation but its volume as well. According to plantowner Travis House, this latest plant improvement has resulted in a definite increase in call-office business for all services.

In a bid for new business, the drive-in call office was added to the main plant in August 1957. This new structure with a 75-foot frontage and a depth of 40 feet was designed both as an added convenience for present customers and to attract new ones.

The convenience angle meant simply an easy place to park for the customers and facilities for faster handling of their orders over the counter. The biggest problem confronting Mr. House was how to use the new call office to attract new customers.

Appearance was one way. The interior is a thing of real beauty. It was "color engineered" by a professional decorator. The entire room is bleached birch tinted with what is known as driftwood rez. The one unbroken wall is painted a pastel blue. (It's a restful color and an appropriate one for a laundry because it makes whites seem whiter.) Massive wooden ceiling-support girders are of laminated wood nearly 2 feet thick and a foot wide, made by gluing foot-wide planks together under pressure to the desired thickness. They lend interest to the surroundings.

Second, the new call office was also

activated to attract attention. A battery of 12 individual washers provides the animation. These are set back to back and are lined up in front of the all-glass front of the call office. Besides offering quick-service facilities to those customers desiring this service, the washers make drycleaning customers aware of the fact that professional laundry service is available here.

Opening of the new call office was heralded by an open house. Along with a newspaper and radio campaign, 1,000 gift certificates (good for one load of wash in the quick-service department) were distributed in the main residential area of Ephrata.

The open house was held on Saturday with the laundry and drycleaning departments in full operation. Key employees acted as guides for the

visitors. Coffee, doughnuts and punch were served all day long, with a prize of one full year's free laundry and drycleaning to a lucky winner selected from the guest-book entries. (This provided a valuable mailing list.)

The entire affair cost less than \$500 and made management aware of several things. For example, most of the visitors were amazed at the size and amount of equipment needed for laundering and drycleaning. This open house certainly gained new prestige for the profession. The visitors showed most interest in the shirt units.

All in all, the open house was most satisfactory. The new call-office facilities are paying off as planned, and the entire program has been a morale booster for both management and employees. □□



Glass partition separates bookkeeping room from call office. This allows bookkeepers to wait on customers as well as perform other duties

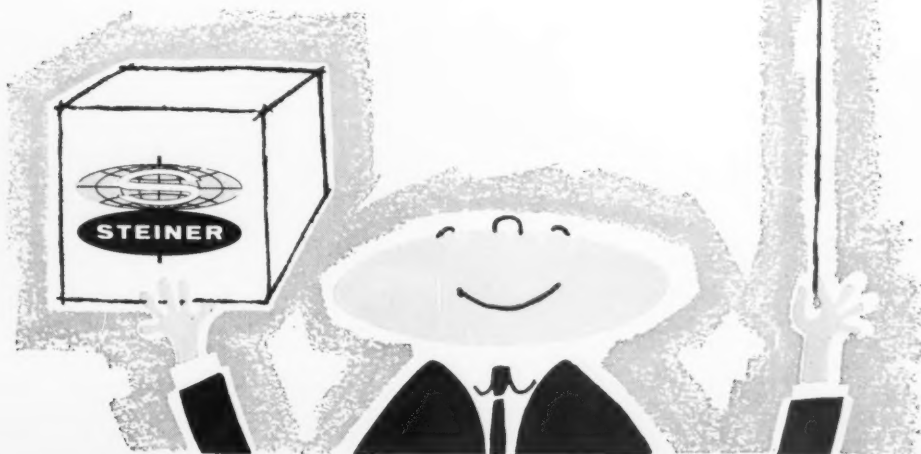
what's up?

You asked for it, and here it is...Steiner's new "Midliner"! The new 25 yard continuous towel dispenser which boasts the new Duo-Vac time stop!

This new midrange cabinet will accommodate a full 25 yard roll or a 17 yard roll.

It's engineered in the Steiner tradition of high quality and lasting beauty. Gleaming white steel complete with mirror. Available without royalty. Steiner Company, 740 Rush Street, Chicago 11, Illinois.

Watch for all details next month!





*"How are you?
Glad to see ya!"*



"Who was that guy?"



"A no-girl shirt unit?!!"

Convention Close-ups

Seasoned show-goers should have no difficulty in recalling scenes and impressions very much like those appearing here.

For the first-timers, it's a manual of mannerisms giving a foretaste of what to expect.

You'll see these bits of life at the AIL convention in Chicago or at any other convention, for that matter. They are intended to prove that people are wonderful and pretty much alike when you get right down to it.

Playing the role of the conventioneer is our assistant circulation manager Joe LaMaglia, who our readers will remember as the harassed route salesman appearing on our March 1957 cover. See you in Chicago.

*"Now let's see,
I started out with \$300 . . ."*



*Attending
business
session . . .*



*"This will show
'em I'm on the job."*



*"Boy, I'll be glad
when this is over."*

*"My wife?
Calling Long Distance?"*



"Two dogs to go!"



SEE HOW

ZEIDLER Improves Your Flatwork Output...

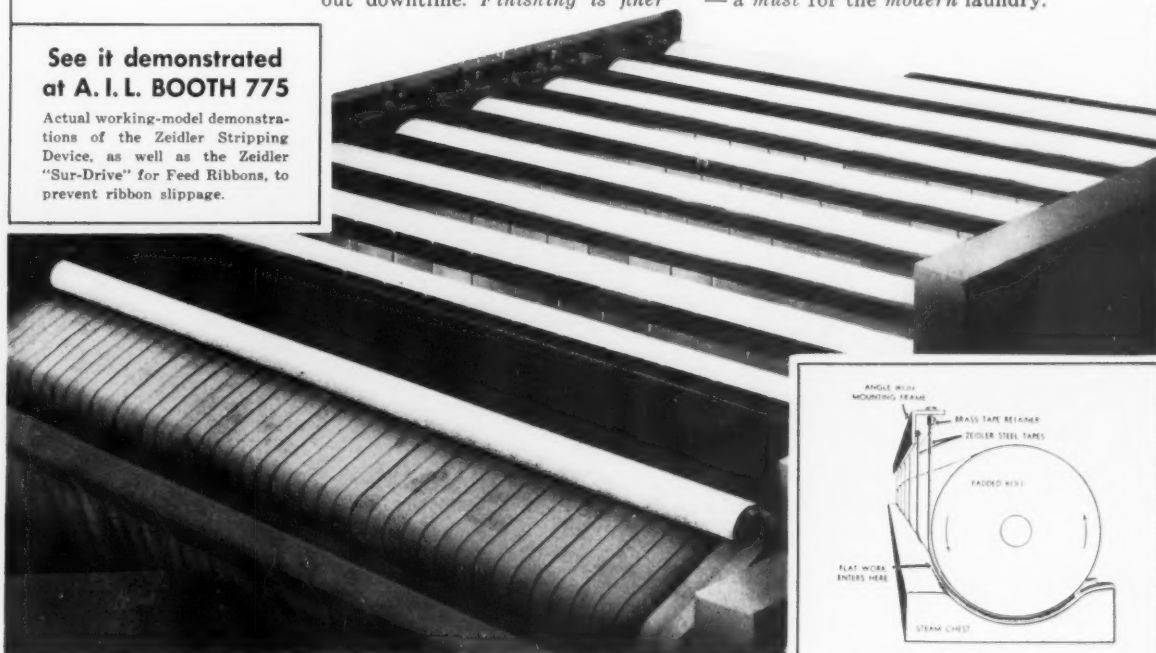
① ZEIDLER STRIPPING AND GUIDE DEVICE

Boosts your production by eliminating the need for daily re-stringing and changing of tapes. Heat-proof steel bands, at staggered intervals, provide continuous stripping without downtime. *Finishing is finer*

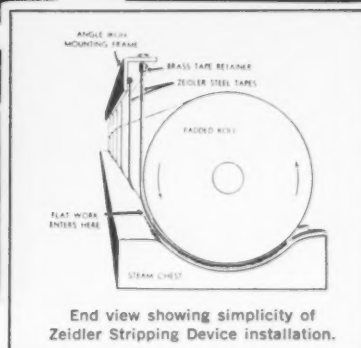
because rolls can be set for correct contact pressure — no worry about string breakage... no marks on work — no wrinkling or cutting of covers. Quickly and easily installed — a must for the modern laundry.

See it demonstrated at A. I. L. BOOTH 775

Actual working-model demonstrations of the Zeidler Stripping Device, as well as the Zeidler "Sur-Drive" for Feed Ribbons, to prevent ribbon slippage.



An 8-roll, 120-inch flatwork ironer fitted with Zeidler Stripping Device and Zeidler Feeder Rolls.



End view showing simplicity of Zeidler Stripping Device installation.

② ZEIDLER PATENTED SPRING CUSHION



No need for repeated pressure adjustments! Top covers last 30% longer! This exclusive design, steel spring cushion can be applied to any standard chest type flatwork ironer roll — regardless of make

or size. Patented construction, with thousands of independently acting springs to cushion without gaps, without packing down. In use in thousands of key laundries for as long as 5 to 10 years.

OTHER ZEIDLER PRODUCTS INCLUDE Spring Cushions for Float Rolls; Spring Pads for Laundry Presses (including cabinet type); and "Sur-Drive" Feed Ribbon Kit.

Write for samples and contact your local jobber.

ZEIDLER

MANUFACTURING COMPANY, INC.
MAMARONECK, N. Y.

February 15, 1958

8-099

27



*Never before has Chevy been so right
for cleaning and laundry deliveries!*

Here's a truck specially designed to take to your kind of work like a duck takes to water! It's Chevrolet's new Step-Van with the kind of hustle, muscle and style that mean money in your pocket!

For the first time, Chevrolet offers forward control delivery trucks equipped with handsome, spacious walk-in bodies—the new Step-Vans!

These trucks are uniquely designed to take the delays out of door-to-door hauling with a choice of three big built-for-work bodies (8, 10 and 12 feet in length). Insulated, weather-tight cargo space goes up to nearly 400 cubic feet. Yet sturdy all-steel welded and bolted body construction remains lightweight . . . economical to own and

operate. Deep-down durability comes from the high-compression Thriftmaster Special 6 engine, parallel-design frame and other husky chassis components.

Special work-whittling Step-Van features include full wraparound windshield for safe, convenient vision . . . sliding side doors that speed delivery work . . . double rear doors available in three sizes to suit your needs . . . and a folding seat that fits neatly under the steering wheel to provide wide access between driving and load compartment.

Here's proof enough that Chevy's never been *so right* for your work—a big new reason why you'll want to see your Chevrolet dealer soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

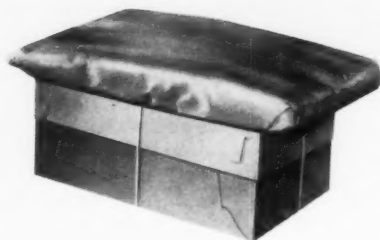


NEW CHEVROLET TASK-FORCE 58 TRUCKS



DO YOUR BUNDLES

GET EYE APPROVAL?



IT'S EASY WITH

METSO DETERGENTS

HARD WORKING • ECONOMICAL BUILDERS

METSO GRANULAR, sodium metasilicate pentahydrate

METSO ANHYDROUS, sodium metasilicate anhydrous

METSO 99, sodium sesquisilicate

METSO 200, sodium orthosilicate concentrated

*Call us any time and especially come see us
at the Metso booths 326 & 327 A.I.L. Ex-
hibit, Chicago—February 26-March 2, 1958.*

That clean, fresh, new-quality look in every bundle starts with a Metso silicate alkali. It's the basic ingredient for all of your quality-performing formulas.

Metso's properly proportioned silica content speeds up soil removal and then prevents re-deposition of the soil on the clean load. The result, of course, snowy whiteness; clear, sharp colors.

METSO DETERGENTS



TRADEMARK REG. U. S. PAT. OFF

PHILADELPHIA QUARTZ COMPANY

1160 Public Ledger Building • Philadelphia 6, Pennsylvania

Associates: Philadelphia Quartz Co. of Calif.; Berkeley & Los Angeles, Calif.; Tacoma, Wash.; National Silicates Limited, Toronto, Canada

9 PLANTS • DISTRIBUTORS IN OVER 65 CITIES

February 15, 1958

29

What's With Wash-and-Wear?

Laundrymen experience mixed feelings
about "easy to care for" garments

By RICHARD VINOCUR

Here's the Problem . . .

ONE LAUNDRYOWNER recently reported finding 14 wash-and-wear ads in the Sunday edition of the *New York Times*. He also pointed out that he did not have time to look through the entire paper.

He was alarmed at the effects the newest innovation in the textile industry might have on laundry volume. And it seems that many other laundrymen are experiencing the same qualms. For not a day goes by that consumers don't see these catchwords in advertising copy, "dries rapidly," "pucker-free," "needs little or no ironing," etc. Some manufacturers go a step further by specifying drying time such as "ready to wear in 33 minutes" or "drip-dries in just three hours." It's almost as if any dealer handling cotton goods is afraid to advertise his merchandise without mentioning the wash-and-wear qualities.

By definition, the term "wash-and-wear" is commonly used to mean a garment that can be washed and worn with little or no ironing. It is distinguished from "drip-dry" items which should not be wrung out or machine-dried but removed from the water soaking wet and immediately hung to dry.

Since garments with wash-and-wear qualities are more expensive to manufacture than clothing without

these properties, some firms are producing an inferior product and attaching the "easy to care for" label, which only adds to the problem.

Sylvan Geismar, president of the Manhattan Shirt Company, recently predicted that ironing of shirts will be a lost art within 10 years. According to Mr. Geismar, drip-dry cotton cloth will make ironing obsolete. Some 30 to 35 percent of his company's spring shirt line, he says, is in the drip-dry category. However, other manufacturers who went all out to promote the drip-dry dress shirt for the Christmas season anticipate that the demand will fall off so that it may account for only 10 percent of the total dress shirt production once the market settles down.

The industry reaction to the wash-and-wear problem is mixed. Here are some typical reactions: "The wash-and-wear is going to keep nibbling at business somewhat, but we don't, at this time, believe it to be any more serious than Dacron and nylon"; "Drip-dry and synthetics have not lived up to the claims that are made for them and will not cause a decrease in laundry volume because of their unsatisfactory appearance when done at home"; "Wash-and-wear is a serious threat to the laundry industry"; "We don't want them in the plant"; "Approaches to the public will have to be developed to get these wash-and-wear articles out of the home and into the laundry." □□

What a New Jersey Panel Says . . .

SHOULD THE LAUNDRYOWNER throw up his hands in despair over the wash-and-wear situation or should he make the most of his position? A recent panel discussion at the New Jersey Laundry and Cleaning Institute's annual convention considered the matter. The consensus of the audience was that this isn't the first obstacle the industry has faced nor will it be the last.

Panel moderator Louis Haviland, vice-president of the Morey LeRue Laundry in Elizabeth, New Jersey, introduced the subject by graphically exhibiting the apparent growth of wash-and-wear. Except for his shoes,

which he discarded, Mr. Haviland came completely attired in garments washable and wearable, even down to his necktie.

Max Lovell, director of the Counsel of the National Association of Shirt, Pajama & Sportswear Manufacturers, noted that at a Consolidated Clothiers meeting some of the estimates given by merchants indicated that one-third of the white shirts sold were in the wash-and-wear category and another 8 percent of the entire apparel sales were also classified as wash-and-wear. (One retailer said that wash-and-wear accounted for 65 percent of his entire shirt volume.)

Mr. Lovell pointed out that because of the growing importance of wash-and-wear garments, a number of large companies—manufacturers, mills and finishers and retailers—are conducting independent research programs to improve the product. His own association plans to call a joint meeting of the technical representatives of these companies along with representatives of the laundry industry and conduct a round-table discussion in which all viewpoints will be presented.

Mr. Lovell also suggested that at such a discussion laundryowners recommend a uniform set of standards, specifications and definitions for wash-

A SAGER Sheet Spreader Quickly Pays for Itself—Cuts Costs—Steps up Production

Pocock's Corner



M. A. Pocock

Nearly every laundry owner is sold on the profits received from the installation of SHIRT units. With an output, of say, 90 shirts an hour and a selling price of 25¢, your take is \$22.50. If it costs \$5 an hour to operate, you think of \$17.50 as profit (not including washing and handling).

SHEETS, however, are a different problem. Your ironer and folder cost 3 times as much; your hourly operating cost can be as high as \$15.00 an hour with an 8 roll ironer.

I will use a low selling price of 12¢ per sheet. You can substitute your own figures in this problem.

If your output is:

Sheets per hour	Selling Price	Cost	Profit
400	\$48	— \$15	= \$33
500	\$60	— \$15	= \$45
600	\$72	— \$15	= \$57

(washing and other costs not included)

Our "A" or "B" Spreaders do save labor, thus reducing the overall costs. It is not uncommon for these machines to pay for themselves in less than ONE year. In many cases, the increase in hourly ironer output has created a GAIN sufficiently greater than the actual labor saving, thus making these units the best investment ever.

M. A. Pocock



Read What These Users Say

A West Coast Laundryowner Writes:

"Our Spreader has been in use about 12 years and has saved more per dollar invested than any equipment we have ever had."

A New England Laundryowner Writes:

"We feel that it is the best purchase from every standpoint that we have ever made in over 70 years of business."

Would you care to know their names ???

More Sheets—Fewer Operators

With a SAGER Spreader, one girl does the work of two or more hand shakers and does it easier and faster. With a SAGER "B," you can handle up to 3,000 sheets and spreads per day. Above that quantity, you probably need a SAGER "A."

Reduces Labor Turnover

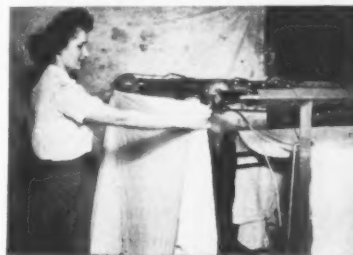
No more back-breaking lifting and nerve-wracking hand work. Your SAGER operators like their jobs and stay on them. You know what this means to your social security accounting, as well as to general efficiency.



View of Sager "B" Spreader. Handles 1,200 to 3,000 sheets and spreads per day

★ Write For Full Facts

If yours is a laundry handling 1,200 or more sheets and spreads per day, you can't afford to be without a SAGER Spreader in these times of high labor and tough competition. Write today for details and the names of progressive laundries all over the world which have reduced their flatwork ironing costs from 40% to 60% with these labor saving machines. But write us only if your sheet and spread production is 1,200 or more daily.



Please send us full facts about your labor-saving Sager Spreaders.

M. A. Pocock

1236 Central Ave., N. E.
Minneapolis 13, Minnesota

Firm _____

Street _____

City _____

State _____

Print your name _____



New Jersey panel members discuss various aspects of the wash-and-wear situation

and-wear apparel that everyone will understand.

On the same panel Bill Browne, public relations director of the National Institute of Drycleaning, pointed out some interesting figures gained through several surveys. He found that of 256 launderers and drycleaners who found a business decrease, 111 attributed that decline to the wash-and-wear boom. Incidentally, of 310 who reported increases most of the interviewees singled out strong promotions as the reason, which proves that the do-it yourself laundry problem can be overcome.

On the consumer level, 100 persons were queried by NID as to the use of wash-and-wear garments. Of the 89 persons responding, 69 percent reported that they possessed at least one wash-and-wear garment. About 40 persons laundered that garment at home. This would seem to indicate that launderers and cleaners still have a large potential market.

Ralph Smith, director of the department of chemical engineering at the New Jersey Institute, explained and pointed out chlorine-retentive characteristics of textile resins. Five home washings, he noted, reduced tensile strength about 5 pounds. He also stated that many manufacturers are aware of the limitations on the present wash-and-wear materials and are conducting research programs to better their product. Should the manufacturer come up with a synthetic material or finish that lives up to the words that copywriters have inserted in their advertising, such as "dried in 33 minutes," "never needs ironing," "pucker-free," etc., then the laundryman will just begin to have his problems.

In the question-and-answer period it was evident that launderers were undecided as to how to treat this newest problem. Questions came from the

floor: "How do we get wash-and-wear garments out of the homes and into the laundry?" "How do we keep the customers from sending us shirts with chlorine-retentive finishes" and "What can we tell the customer when the garment is yellowed or damaged?"

The panel answered there is no way to stop the customer from bringing in garments with a chlorine-retentive finish and there is no way to identify such a garment unless it is properly labeled. The only recourse when a damaged garment is encountered is to advise the customer that it is beyond the laundry's control unless notified that this is a resin-finished garment, and to recommend that she take the garment back to the retailer. Better manufacturers are clearly labeling men's shirts.

The only way to get the garments out of the customer's home as indicated above is by promotion. The panel suggested putting the emphasis on finishing and promoting crisp, clean garment appearance. Such promotions as "Freshen the impression," "Dress right, you can't afford not to" and "What kind of a buy is drip-dry?" were suggested.

Vic Dalgoutte, AIL president, urged stressing finishing as well as hygienically clean clothes. Health studies prove that professionally laundered items have a much smaller bacteria count than clothes cleaned at

All's Suggestions

Because of some difficulty with chlorine-retentive fabrics, American Institute of Laundering has outlined a seven-point program for handling damage caused by the resin in the drip-dry shirts.

1. Verify damage cause (AIL's Fabric Analysis Service).
2. Trace garment to source of purchase and manufacture.
3. Point out damage cause to customer and retailer who sold the garment.
4. Urge retailer to return garment to manufacturer.
5. Ask customer to write complaint to manufacturer.
6. Write complaint letter to manufacturer yourself.
7. If unsuccessful in Step No. 4, send faulty article to manufacturer, yourself.

home. A promotion could be used, for instance, with "hygienically clean versus dirty drip-dry," he said.

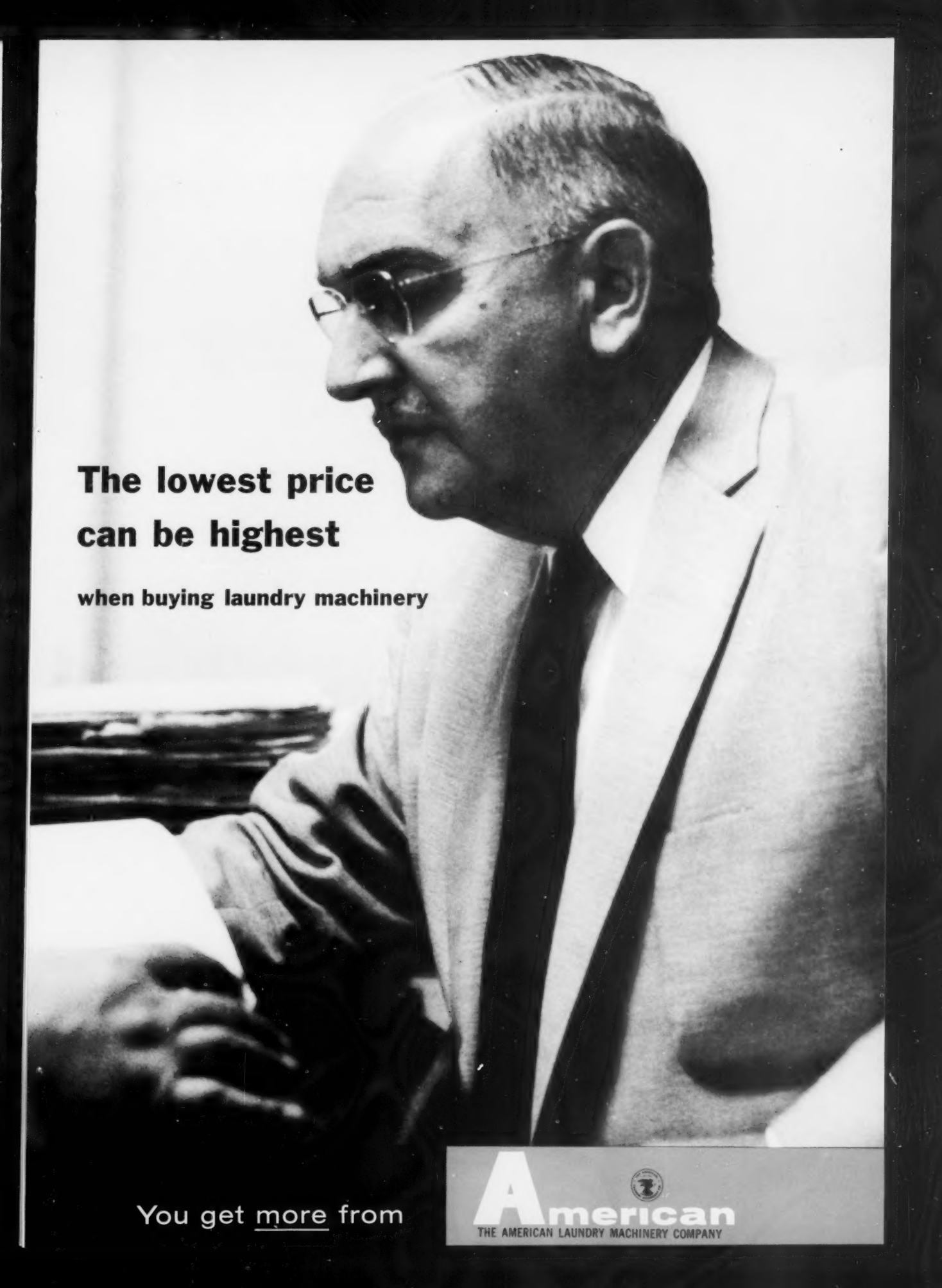
But as the laundryman has encountered problems with the great rise of home washing equipment and synthetic fibers he has learned to cope with them. Thus he will have to take the wash-and-wear innovation in his stride and make the most of it. □□

What Laundryowners Are Doing . . .

ONE PLANTOWNER in Albany, New York, talks to retailers and their clerks in his area. And then invites groups to his plant to demonstrate his point that drip-dry items look better when they are professionally finished.

Before their eyes, he tops and legs one side of a pair of drip-dry trousers. The groups are amazed at the difference.

Another New Yorker, Paul Rickett Sr. of Ricketts Laundry in Ballston
Continued on page 35



**The lowest price
can be highest**

when buying laundry machinery

You get more from

American
THE AMERICAN LAUNDRY MACHINERY COMPANY





All too often lower price is lower value

Price is one of the most important factors in making a buying decision. However, just as important as the price itself are the many factors that determine price:

Will the manufacturer be in business next year?
Twenty years from now?

Will the manufacturer provide survey engineering
and planning service?

Is the machinery right for your particular operation,
or is it too large or too small?

Are you sure it is the latest and best machinery
of its kind?

Are the terms most advantageous for you?

Who will hold the note—the machinery *manufacturer*,
or some stranger?

Will you get help in installing the machinery
and in training your employees in its operation?

Does the manufacturer provide field engineering
service?

Does the manufacturer furnish service and
instruction manuals?

Can you get repair parts quickly if necessary?

What will be the useful life of the machine?

What will be its trade-in value?

*We invite you to tear out this page and ask these
questions of your American Man from the Factory
before you buy any laundry machinery.*

You get more from

American



The American Laundry Machinery Company, Cincinnati 12, Ohio

Continued from page 32

Spa, wrote an article which appeared in the New York State Retail Merchants Council's bulletin. It is reprinted in full:

"As a laundry operator and dry-cleaner I am quite aware of the headaches associated with handling wash-and-wear or drip-dry, but in my mind there is a much larger problem which concerns not only our industry but you, the retail clothing merchant, as well.

"Let's start with the premise that it is good business to upgrade your customer's appearance. It is needless to say that he who cares little how he dresses is seldom a man who buys a sizable amount of clothing. When he buys a wash-and-wear shirt or two, or a drip-dry suit, you can be sure that you will not see him as a customer again for some time to come.

"Sell him, if you can, pride of appearance. Is it not true that your best customers are the ones who are conscious of how their clothes look? Carried to its ultimate, wash-and-wear would lick all of us. Your customer would buy two uniforms, of a sort. One to wear while the other is 'dripping and drying.'

"Certainly if your customer insists on wash-and-wear you must supply his demands just as we must try to make them look presentable when he comes to us for laundering or cleaning. But for your sake as well as ours, sell him, if you can, a garment that you, yourself, would be proud to wear."

Problem of chlorine retention

Holland Laundry of Philadelphia has experienced very little difficulty with the wash-and-wear problem as it affects most laundrymen. Losses resulting from chlorine retention have been negligible because this plant uses peroxide bleach—a practice that has been standard procedure for the past 24 years. The only time the problem arises is when the housewife uses a chlorine-type bleach in home washing and then sends the bleached article to the plant. But even so, no more than a dozen such incidents have occurred in the course of a year.

Peroxide bleach is admittedly more expensive and some laundrymen question the quality of work it produces. In answering this objection Holland's management points out that peroxide bleach will do the job it is supposed to do—remove stains—and do it well.

The washing job must be thorough before the bleach is used, however, if a good bleaching job is to be expected. There can be no compromise with washing quality. ☐ ☐



TIES all size bundles in under 2 seconds

How C. T. McClymonds of Abbott Linen Supply cuts costs with Bunn Tying Machines:

"We use the 'bundle system'," reports Mr. McClymonds, Plant Manager of this Cincinnati, Ohio firm, "and find that our Bunn Tying Machines are as important to us as the paper to wrap the bundles. Tying with twine on these machines is a great labor saver and far more efficient than using gummed tape or other materials. We like Bunn Machines and couldn't operate economically without them."

Both hands of the Bunn Machine operator are free at all times . . . unwieldy bundles can be held together easily until tied. The operator simply steps on the treadle and . . . in less than 2 seconds . . . a bundle, shirt box or stack of flat-work is neatly twine-tied. Never too tight or too loose. Beginners immediately do as much work as 5 to 10 experienced hand tyers. Simple, fatigue-less operation cuts down labor turnover . . . ideal for women operators.

BUNN

PACKAGE
TYING
MACHINES
Since 1907

B. H. BUNN CO., 7605 Vincennes Ave., Dept. SL-28 Chicago 20, Ill.
Export Department: 10406 South Western Ave., Chicago 43, Ill.



GET THE WHOLE STORY

Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. Or let a Bunn Tying Engineer show you. No obligation.

MAIL COUPON NOW FOR MORE FACTS

B. H. BUNN CO., Dept. SL-28
7605 Vincennes Ave., Chicago 20, Ill.

- ☐ Please send me a copy of your free booklet.
☐ Please have a Bunn Tying Engineer contact me.

Name _____

Company _____

Address _____

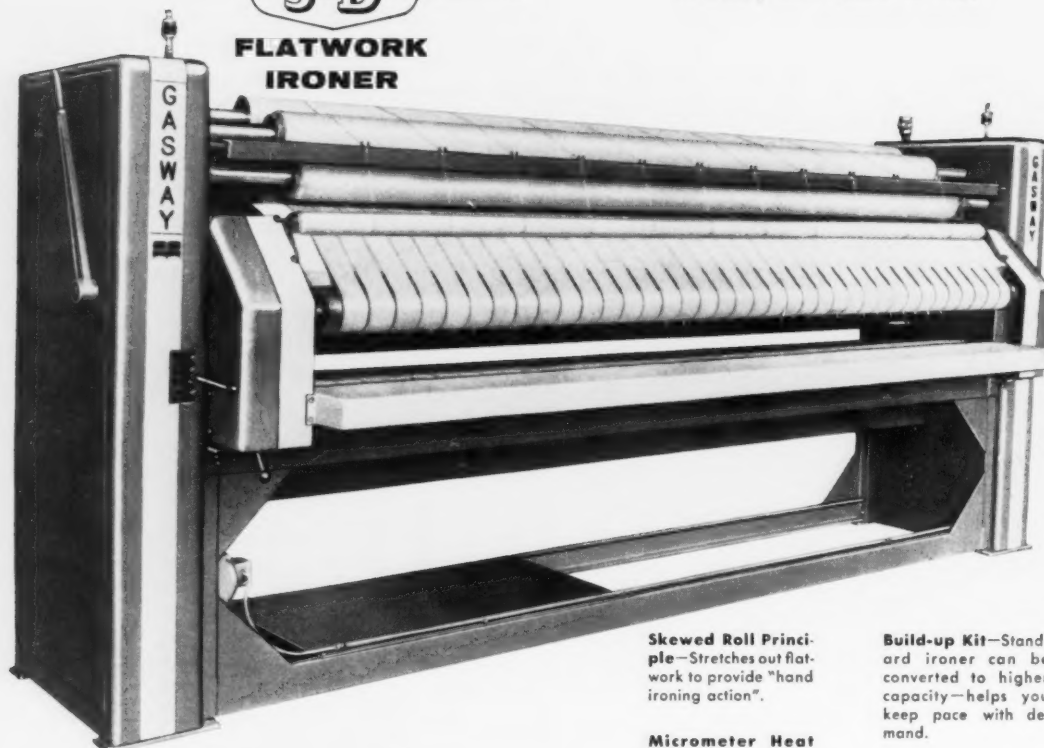
City _____ Zone _____ State _____

ANNOUNCING!

THE ALL NEW
**24-INCH
GASWAY**

3-D

**FLATWORK
IRONER**



PACKED WITH PLUS VALUES

Skewed Roll Principle—Stretches out flatwork to provide "hand ironing action".

Micrometer Heat Control—Most accurate ironer heat control available. Cuts time lag to promote better flatwork quality.

Build-up Kit—Standard ironer can be converted to higher capacity—helps you keep pace with demand.

Better Contact with heated roll gives top capacity and smoother finished ironing.

Now, for the First Time! . . . A 24" Ironer That Gives You
HAND IRONING ACTION "MICROMETER" HEAT CONTROL
EXPANDABLE CAPACITY

Here is the industry's newest ironer! The Gasway 24" 3-D Ironer is all-new from the floor up. Better quality, faster production than ever before—a new modern dimension for commercial and institutional laundries.

You get Gasway's same famous *hand ironing action* which has made our 3-D 16" Ironer unparalleled for flatwork quality. You get our precision *micrometer heat control* which gives

you the most accurate and responsive heat control in ironing. You get front and rear delivery as *originated* on Gasway Ironers. And you get the advantages of Gasway's *build-up kit* which enables you to increase capacity along with demand—*without* investing in a new ironer.

Watch this new ironer in action and you'll agree it's the finest flatwork ironer you can buy—at any price.

**NEW BULLETIN
AVAILABLE
WRITE TODAY!**

All the features, construction details, production rates, and specifications
Get your copy today



Ask your dealer for all the details today!

GASWAY CORPORATION

6463 North Ravenswood Avenue

Chicago 26, Illinois



from the complete line of Mathieson quality bleaches

Mathieson offers you a choice of three bleaches — Ad-Dri, HTH Granular, and HTH Soda Bleach Mix. You can pick the one that's best for your individual operation.

No matter which bleach you choose, you are assured of a quality product backed up by Mathieson's experience and reputation.

AD-DRI. The newest of the Mathieson bleaches that is added dry directly to the washer. The handy measuring cup included in each drum assures controlled bleaching—no waste of bleach power. Packed in 100-lb. "Leverpak" drums.

HTH SODA BLEACH MIX. For a dependable, economical bleach solution, try HTH Soda Bleach Mix. Simply add this pre-proportioned mix to water and you have a stable stock solution of sodium hypochlorite. Packed in 100-lb. "Leverpak" drums.

HTH GRANULAR. The more than 30-year standby of the laundry industry for making up stock bleach solutions. Containing 70% available chlorine, HTH Granular comes in 100-lb. full-opening lithographed steel drums and in sealed "measured unit" 3¾-lb. cans, 12 to a case.

Ask your laundry supply house for more detailed information, or write today.

AD-DRI® and HTH® are trademarks



OLIN MATHIESON CHEMICAL CORPORATION
INDUSTRIAL CHEMICALS DIVISION • BALTIMORE 3, MD.



More Route-Building Sales Ideas

PART ONE

EAST COAST PLANT BLENDS PHILOSOPHY WITH INCENTIVES

ENCOURAGING MEN to sell and to keep them selling is an important phase of management, for a plant's well-being depends on sales.

Corby's Enterprise Laundry Inc., of Summit, New Jersey, developed a program some years ago that blends the plant's philosophy with a number of incentives. That the program has proved successful is evidenced by a recent accounting that found the plant's gains over the past two years to be more than 5 percent above the national average for the industry.

Here are some of the ideas that help this plant promote selling on the routes as outlined by Howard Eckmeder, the plant's sales manager:

1. To arrive at any solution to a problem, we must first analyze and plan our objective. There is no magic formula to inspire route personnel to sell.

2. Management must recognize that it has a greater problem to solve before it can expect the route salesman to respond to sales talks, prize gimmicks or cash incentives. Our first efforts are to correct or build proper mental attitude among the entire sales force. Without confidence in the company and the products it has to sell, much time, effort and money can be wasted on sales promotion.

3. Progressive sales planning is most important, in order to continually hold

the route salesman's interest. Some plan of monthly specials properly timed and introduced to your customers and general public should be in effect.

4. To create a competitive spirit among the route salesmen, they should be informed weekly through a visual bulletin board of their standing in sales in relation to their co-workers. Through this method the route supervisor can spot his weaker salesman, counsel him individually about the cause of his difficulties, offer him help where necessary to rebuild his confidence, and retrain him in selling by pointing out objectives on his route.

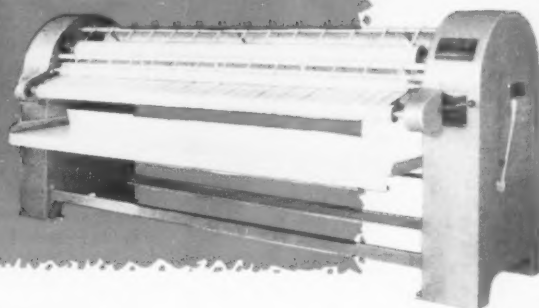
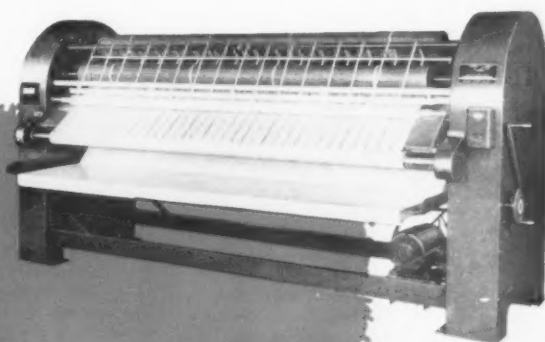
5. Sales incentives, although secondary to complete job training, have an important part in creating the "will to win" among route salesmen. Contests should always be properly timed along with the service or specialties you wish to promote. Short contests from four to six weeks have proven most successful, preventing a tapering off of enthusiasm near the closing. Our experience has shown that 70 percent



SEEING is BELIEVING!



**ONE LOOK
IS WORTH
10,000
WORDS!**



It's hard to describe superior performance—you've got to see it to believe it. That's why we invite you to see the complete new line of Chicago Flatwork Ironers at the American Institute of Laundering Exhibit and Convention, February 26 to March 2

at Chicago, Booths 671-675. See the world's largest gas heated ironer and the Towel-master—the newest in continuous towel automation. If you can't come, contact your machinery distributor or write for literature.



CHICAGO DRYER COMPANY

2212 NORTH PULASKI ROAD • CHICAGO 39, ILLINOIS

FLATWORK IRONERS • WASHERS • EXTRACTORS • DRYERS

TELEPHONE DIPLOMATS —

THAT a proper mental attitude is present among Corby's Laundry sales force is evident through this paper written by Willard Reese. A route salesman for the past three years, Mr. Reese found that several customers complained about the way they were treated over the phone. Since he enjoys writing, he voluntarily composed this essay on the importance of good customer relations over the phone. The paper was well received and Mr. Reese feels some change is already evident. "Even if one customer is better pleased as a result of my paper, we've accomplished something," he explains.

Your role as a telephone diplomat is of vital importance to our company. We cannot emphasize enough your powerful influence in public relations work as you meet our customers voice-to-voice in the average daily routine of work.

First of all, we must realize the place our customers hold in our affections. They are the kings and queens of our business kingdom. We may think we hold an important position, but when all is said and done the power behind the throne is the customer. They pay our salaries, pay the bills, pay the taxes. Without them our doors would not open.

We perhaps sometimes lose sight of the importance of each individual customer in the rush and pressure of the day. Each customer sees his own problem as very important, and we must try to see his problem from his standpoint as well as our own. Let him know that it is important to us to solve his problem and serve him well.

It is a privilege to serve as a telephone diplomat. Very few are chosen to serve as diplomats to foreign countries, but right here in a small but very important way we can each bring about better human relations, by our gracious handling of customers on the phone. It may take a few minutes more to be thoughtful, thorough, interested and kind, but it will pay dividends.

Humility plays a vital role in telephone diplomacy. True humility is not a weakness, but a tower of strength. To say "I'm sorry" has broken many a spell of anger. Joy, confidence, friendliness, poise and helpfulness are contagious, and will pour oil on any troubled waters.

How can we use telephone diplomacy? When a customer calls—perhaps in regard to a lost item—we should at once allay her fear by assuring her that we will do all we can to help her. If a friend who had been a guest in your home called to say she had lost a pair of earrings while in your home you would probably say, "Why, we will do everything in our power to find them for you." A similar attitude in regard to laundry claims would be a helpful start in solving the problem.

It is true that we intend to do all in our power to settle the claim. We may

sometimes fail to follow through with our intentions, but it helps to start out with the right motives. When a customer feels your genuine concern over her problem (whether fancied or real) you have made a definite and important step in solving the problem.

I have often told customers, "I know we can settle this claim to the satisfaction of all concerned." In most cases this has quieted the customer's fear, given her a sense of confidence in us, and usually made her less demanding.

We should make no promises that we don't intend to fulfill, or know that we can't back up.

Always build the customer up. There is nothing gained by proving him wrong. Never put him on the defensive or make him feel inferior. Do not talk sharply or impatiently to a customer no matter what the provocation. If you speak to an angry customer in like manner you only lower yourself to his present level, and no good can ever come from such lack of diplomacy. This is like trying to put out a fire with gasoline.

It is helpful when answering the telephone to think of the one you are about to speak to as a friend. Thus our voice will have a pleasing quality which will have an immediate good effect upon the customer. This quality of voice will go far to assure the customer of our sincere interest and ability to handle the situation.

Never give the customers the impression that you don't care or don't know. Graciously assure them that you will take care of their wishes as soon as possible. Then follow through, making sure that the right person gets the right message as soon as is humanly possible. Of course this takes time and effort, but it is time and effort well spent.

Telephone diplomacy is a way of cultivating customers. Customers are worth cultivating. Every time you talk to a customer on the phone or at the counter you are either making her a better customer or driving her from our door. Which shall it be?

Let us determine to do the job as we know it should be done, first of all for our own personal satisfaction, then because it's the job we have been given to do, and finally for our own growth and strengthening of character.

of the route salesman must have the will to win for a successful contest.

One of our most interesting and successful contests was devised around a football game during the fall season.

First we laid out and painted a replica of a football stadium on a 4-by-6-foot sheet of plywood, marked off the yard lines, goal posts, scoring space and the names of team players.

Second, route salesmen were assigned positions on the team—center, quarterback, etc.—and picked their own nicknames from All American players. The supervisors acted as captains of the team.

The contest was judged on increased dollar volume above the average of the previous four weeks. Each man on a team received points for his increased sales which also were added to his team. Losses were deducted. His individual standing was posted, and the team having the greatest gain moved the miniature football toward the goal line, at times scoring several goals and extra yardage before the ball came to rest. The goals were credited and posted on the scoreboard. Each week represented a quarter of the game and, of course, a team prize for dollar increase.

6. The New Jersey Laundry and Cleaning Institute is also vitally interested in promoting route selling and each year we participate in their "Distinguished Salesman Award Campaign." Each participating plant meets every other month to discuss methods and trade ideas to inspire our route salesmen. Letters are sent through the Institute to their homes each month, and the sales manager of each plant makes a follow-up two weeks later.

Posters are supplied and displayed in a prominent place in the route salesman's room, reminding them of their latent abilities and inspiring them with the will to win. Each plant sets up its own plan of who is to be its outstanding route salesman of the year. A dinner dance with entertainment is held annually to award the Oscar statuette and certificate of merit to each plant winner. The route salesmen and their wives are invited guests along with the sales manager and plant executives. Also, a plaque is posted in the plant office to which a name plate of the Oscar winner is added each year.

7. Experience has shown route salesmen enjoy the feeling of belonging. They are interested in management's procedures, and like to share in the company's success. Along this line of thought, we have inaugurated a bonus plan which also affords a change of interest.

The bonus plan is based on six 4-week periods compared to last year's



...in your white shirt formula

Pennsalt Laundry Products Speed Operations...Cut Costs

Look at these time and money savers...

SPARKETTE®—Modern break compound removes ground-in soil on shirt collars and cuffs.

PENSUDS®—Synthetic detergent for just the right kind of suds.

DRI-CLOR®—Dry chlorine bleach eliminates costly, troublesome preparation and testing of bleach solutions.

ERUSTO-RAY® C—Complete sour, combines your blue and sour operation into a single step.

Put this Pennsalt quartet on test in your white shirt formula. You'll save time and money . . . and get dazzling white work every time. Ask your Pennsalt distributor for details.

For all your laundry needs, count on Pennsalt's full line of products and field technical service. Other quality products include PENSAL® alkalies, ERUSTO® sour and famous ERUSTICATOR® rust-remover.

There is a Pennsalt product for every operation where supplies are added to the wheel

**BREAK
SUDS**

**SPARKETTE
PENSUDS**

BLEACH

DRI-CLOR

RINSES

SOUR-BLUE

ERUSTO-RAY C

Laundry and Dry Cleaning Dept. 569
PENNSALT CHEMICALS CORPORATION
Three Penn Center, Philadelphia 2, Pa.

**Pennsalt
Chemicals**
ESTABLISHED 1850



Tape trick for shirt bags— does 3 jobs at once!

"Scotch" Transparent Cellophane Tape attaches invoice, seals bag, makes a carry-out handle in one easy operation.

Here's an idea that not only makes a hit with customers, it saves *you* money! Seal your shirt bags with neat, tight-sticking "SCOTCH" Transparent Cellophane Tape and make a convenient carry-out handle of the invoice you attach at the same time.

It's easy as one-two-three as the pictures prove. Just be sure to always use "SCOTCH" Transparent Cellophane Tape. It sticks at a touch . . . always holds tight . . . doesn't hide invoice—it's transparent!



1. Press invoice face up to sticky side of "Scotch" Transparent Cellophane Tape.



2. Pull off desired length of tape, allowing tape to extend on both sides of invoice.



3. Place taped invoice over the end of your shirt bag and then press tape to bag.



4. Done! Bag's sealed tight, invoice is attached, and you've made a sturdy carry-out handle.

FREE Laundry Dispenser

with purchase of 36 rolls of $\frac{3}{8}$ " x 2592"
"SCOTCH" Transparent Cellophane Tape.
ORDER DEAL "SP" FROM YOUR SUPPLIER
NOW. OFFER ENDS MARCH 31, 1958.



SCOTCH BRAND Tapes for the Laundry Industry

THE TERM "SCOTCH" IS A REGISTERED TRADEMARK OF MINNESOTA MINING AND MANUFACTURING COMPANY, ST. PAUL, MINN. EXPORT SALES OFFICE: 99 PARK AVE., NEW YORK 36, N.Y. IN CANADA: P.O. BOX 757, LONDON, ONTARIO.

MINNESOTA MINING AND MANUFACTURING COMPANY

... WHERE RESEARCH IS THE KEY TO TOMORROW



STRETCH

your delivery truck dollars...



with **DOUBLE-LIFE**

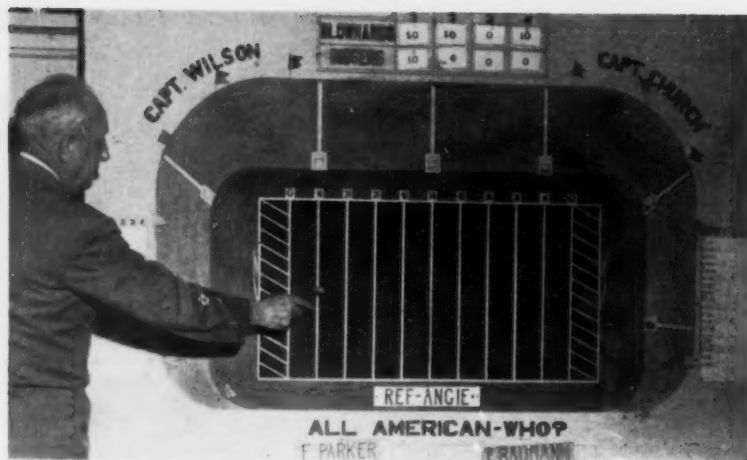
DIVCOS

Leading fleet operators from coast to coast are standardizing on DIVCO Delivery Trucks because DIVCOS have proved their ability to give 10 to 15 years of low-cost, dependable delivery service. Contrast this with the 5 to 7-year life span of many conventional trucks. The savings are tremendous! Drivers like DIVCOS better too! Nineteen models to choose from. Contact your DIVCO Distributor now or write direct.

Over 80% of all
DIVCOS built
are still in use!



DIVCO TRUCK DIVISION — DIVCO-WAYNE CORP., DETROIT 5, MICHIGAN



Novel contest pitting route salesmen against each other in "football game" is explained by sales manager Howard Eckmeyer of Corby's Enterprise Laundry

corresponding sales plus 4 percent. Each week is posted against the weekly average of the period. If the route salesman maintains his 4 percent

at the end of the period, he is credited with a bonus of \$5. Each period, a new quota and 4-week average are posted.

If the route salesman fails to make his 4 percent, no bonus is credited. However, if at the end of the six periods he has succeeded in maintaining or accumulating a gross of 4 percent, then he receives the same recognition, or a bonus of \$30. The company then doubles the amount of his bonus, which would be \$60. In the event his accumulated gain amounts to 6 percent at the end of the six periods, he receives an additional award of \$40, making a total bonus of \$100.

In summing up, we must say that there is no set method or formula which is sure to promote route selling. Each plant has problems that are particular to itself. Whoever is in charge of sales promotion has a full-time job. He, too, must have the spirit and the will to win. Route salesmen are human—they are proud—and possess an ego. Keep them contented, inspired, and the results will be a successful and profitable business enterprise. □□

PART TWO

MIDWESTERN PLANT USES "THREE-FER'S" FOR INCENTIVES

FEBRUARY had for years been a very poor drycleaning month for one Midwestern laundry.

The plant had added a drycleaning department to its operation only a relatively short time past. While the route salesmen cooperated as well as could be expected, management thought it could give them additional assistance to encourage soliciting for drycleaning from new sources.

For a time the plant sold its drycleaning service on a "double your money back guarantee—if not satisfied." On the surface this seemed to be a good idea but the route salesmen regarded it as an intangible thing and seemed reluctant to use it.

Route salesmen brief patrons

As a remedy for the situation, the plant eventually came up with the "3 for 2" idea. That is, they proposed to dryclean three garments and only charge for two. The route salesmen were instructed to tell their customers that the least expensive garment to clean would go through at no charge, and that the customer would be better off to turn in three garments in the same price range.

For example, if a customer turned in two suits and a tie, the tie would be processed at no charge. In this case, the route salesman would encourage the customer to hunt up another suit, dress or coat, so that she could take the most advantage of the Special. This cemented excellent public relations.

Some indication of the success of the February "3 for 2" Special may be judged from the following statistics:

	1st Week	2nd Week	3rd Week	4th Week
If the plant charged for all work processed .	+ 49.8 %	+ 65.8 %	+ 94.9 %	+ 76.5 %
Actual dollars received	+ 26.4 %	+ 46.7 %	+ 63.7 %	+ 46.2 %

The above is compared with the same weeks of February of the year before. Considering the potential overall dollar volume, the plant processed only 16.7 percent of the work free of charge.

In addition, the Special was tied in

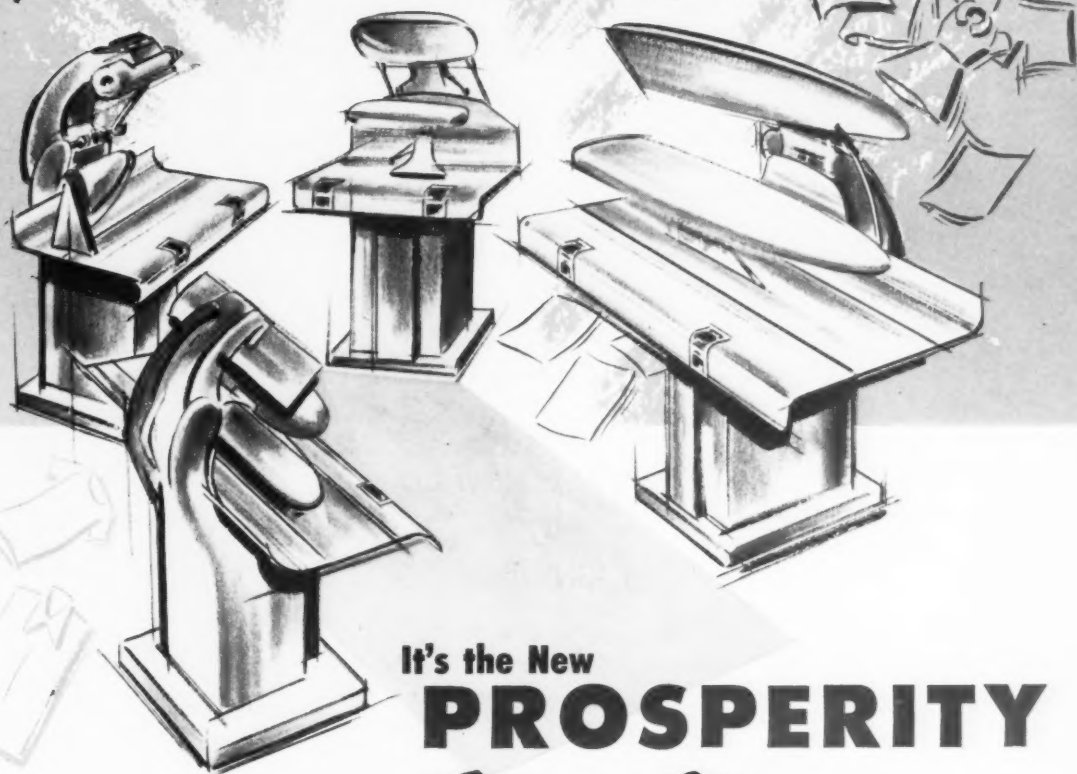
with a sales contest. Every route salesman who exceeded X number of dollars in drycleaning sales during the four-week period received a 10-pound ham as a prize to take home for his family to enjoy. The three men who showed the greatest gain over the four-week period also received hams. As it turned out, the best three increased their drycleaning sales 187 percent, 155 percent and 125 percent, respectively. Fully one-third of the route sales staff exceeded the set

quota and received hams.

Management believes that this Special gave the route salesman something tangible to sell and an incentive to ask all of his present laundry customers and the people "next door" to take advantage of this Special. □□

Presto!

It machine finishes ALL shapes and sizes
in the wearing apparel bundle!



It's the New
PROSPERITY
Appar-All Finishing Unit

Here, for the first time, is a combination of bucks in shapes and sizes to finish *all* types of apparel!

The Appar-All Unit makes the finishing of *any* item of apparel as easy as finishing a shirt . . . reduces operator training time drastically . . . eliminates time-consuming fumbling in handling.

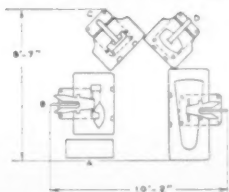
With a press shape for every purpose, you get *more production per investment dollar!* . . . volume output in minimum space!

A Customer Service That PAYS!

Your customers will be glad to know you offer completely-finished wash apparel service. And here are just a few of the items you'll find them bringing to you for that service — all done superbly on the Prosperity *Appar-All* Unit:

Aprons	Coveralls	Night Gowns	Slips
Blouses	Doilies	Pajamas	Sport Shirts
Bermudas	Drawers	Play Suits	T-Shirts
Bath Robes	Dresses	Pants	Uniforms
B.V.D.'s	Handkerchiefs	Small Shirts	Undershirts
Coats	Napkins	(9 to 13½)	

COMPACT Appar-All LAYOUT



- A — Space for Damp Box
- B — 828 PC Combination Collar & Cuff Press
- C — 1621-PO Special Sleeve Press
- D — 219-PO Oval Shaper
- E — 451-PC Wearing Apparel Finishing Press

Copyright 1958, The Prosperity Company



For Your Information

Door-to-Door: Building experts predict more than 1,100,000 new homes will be started in 1958. Actually, the new starts will not be adequate for the 1½ million couples who will be house-hunting next year.

Decentralization: A recent survey of department store activities indicates that 51 percent now have branch stores in shopping centers.

Economy Size: A survey conducted by the *Consumer Bulletin* noted that a housewife could spend 10 cents extra or save \$3.80 during a year's time buying the large economy size rather than the regular size of detergent, depending upon which brand she purchased. It was also pointed out that a woman spent between \$10 and \$17 yearly on 50 pounds of detergent.

New Linen Line: Among the novel inventions registered with the Washington Patent Office in 1957 was this one—a tablecloth with built-in plates so that dishes and linens can be washed at the same time. The inventor suggests using this combination at picnics and for feeding children.

More Motels: The 1956 motel census showed that there are now more than 56,000 motels in the country. The number of daily guests in the motels is estimated at 1,289,683.

Student Market: About 1.4 million students were graduated from American high schools in 1957 and some 727,000 of them went to college.

Rubber Problem: It has been estimated that \$600,000,000 is lost annually in the United States through the passing of bad checks.

Light Saver: A new control system on the market is designed to regulate indoor lighting according to the amount of natural light prevailing at any time of the day. It is said to cut down electricity usage by as much as 80 percent.

Macmillan Gap: The pending Fulbright Bill to aid small business would provide the means of closing the "Macmillan Gap," the inability of small firms to obtain necessary capital. So says Rudolph Weissman, who writes in the January issue of *Challenge* magazine, publication of New York

University's Institute of Economic Affairs. The bill, introduced last year by Senator J. William Fulbright (D. Ark.), would establish national investing companies from which small business would borrow money.

Tradewinds: More than 4,000 trade shows are scheduled in the United States for 1958, some 200 more than in 1957.

Physically Handicapped: In spite of a decline in general employment in the United States in 1957, figures show that job placement of physically handicapped last year probably surpassed the 300,000 mark established in 1956.

Longer-Hours Dispute: The question of night and Sunday store hours is

expected to be hotly argued in the coming year. Although legislation in many Eastern states is concerned with Sunday store hours, the movement toward later night openings has been based on the rapid growth of shopping centers and suburban retailing. The theory behind this movement is that suburbanites tend to do their shopping later in the evening so the whole family can go along.

Hungry Mouths: Almost one in five plants uses vending machines for employee feeding, the National Automatic Merchandising Association estimates. Cigarette sales are the greatest with 1957 sales estimated at \$825,000,000. Soft drinks with \$550,000,000 and candy with \$240,000,000 are the next biggest sellers.

If I Were a Laundryowner

By E. S. WEIL

Vice-President, G. S. Robins and Co.
St. Louis, Missouri



I WOULD PURCHASE my supplies from a recognized laundry supply distributor. This would insure a continuing source of reliable products at a fair price. A recognized jobber would furnish standard and not off-grade materials. He would give me the benefit of price declines and in the event of a price rise, if circumstances permitted, he would allow me to buy a reasonable quantity before the increase.

The salesman for the laundry supply house is a valuable source of information who will keep me posted on new developments in the laundry field. Because of his contacts with many suppliers as well as with other laundrymen, he can pass on much information without divulging any competitive secrets. He can tell me whether my laundering procedures are up-to-date or whether I should make changes to give better work or to effect savings without lowering the standards of my work.

As laundrymen we should belong

to and support our trade organizations, local as well as national. The national organization works for the betterment of the entire industry. The local group fosters a better feeling through discussion of common problems, and through direct personal contact frequently prevents misunderstandings among individuals.

Many of the suppliers or manufacturers of laundry supplies offer counter, window or other displays which would help to boost my volume. Some of these streamers or displays refer to seasonal promotions; for example, waterproofing apparel such as washable jackets, washing and mothproofing blankets before summer storage, and using some of the new synthetic detergents to launder woolen sweaters and other pieces of apparel which might shrink when washed with soap.

All in all, closer cooperation between the laundryman and his supplier's salesmen results in mutual advantages. □□



The All New Cabinet Collar and Cuff Finisher

- Does starch or soft shirts perfectly . . . without waiting for heat adjustment . . .
- More production per square foot of floor space!
- Compact — fewer steps per cycle!
- Electronic controls for pressure, timing!
- Paired with the Prosperity Standard Yoke Press, it outperforms any other shirt finishing unit on the market!
- Less radiated heat . . . reduces operator fatigue!
- Faster drying — higher quality finish!
- COSTS LESS . . . PRODUCES MORE!

The PROSPERITY®
AUTOMATIC PRECISION PRODUCTION TOOLS for LAUNDRIES,
 SYNTHETIC CLEANING PLANTS and GARMENT MANUFACTURERS
Company

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Main Office and Factory, Syracuse 1, N. Y.

Sales, Service and Parts in Principal Cities



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Button up more business with Diamond Ortholate



Two—maybe more—wear the shirts in some families. Are you selling your laundry service to these housewives of the future?

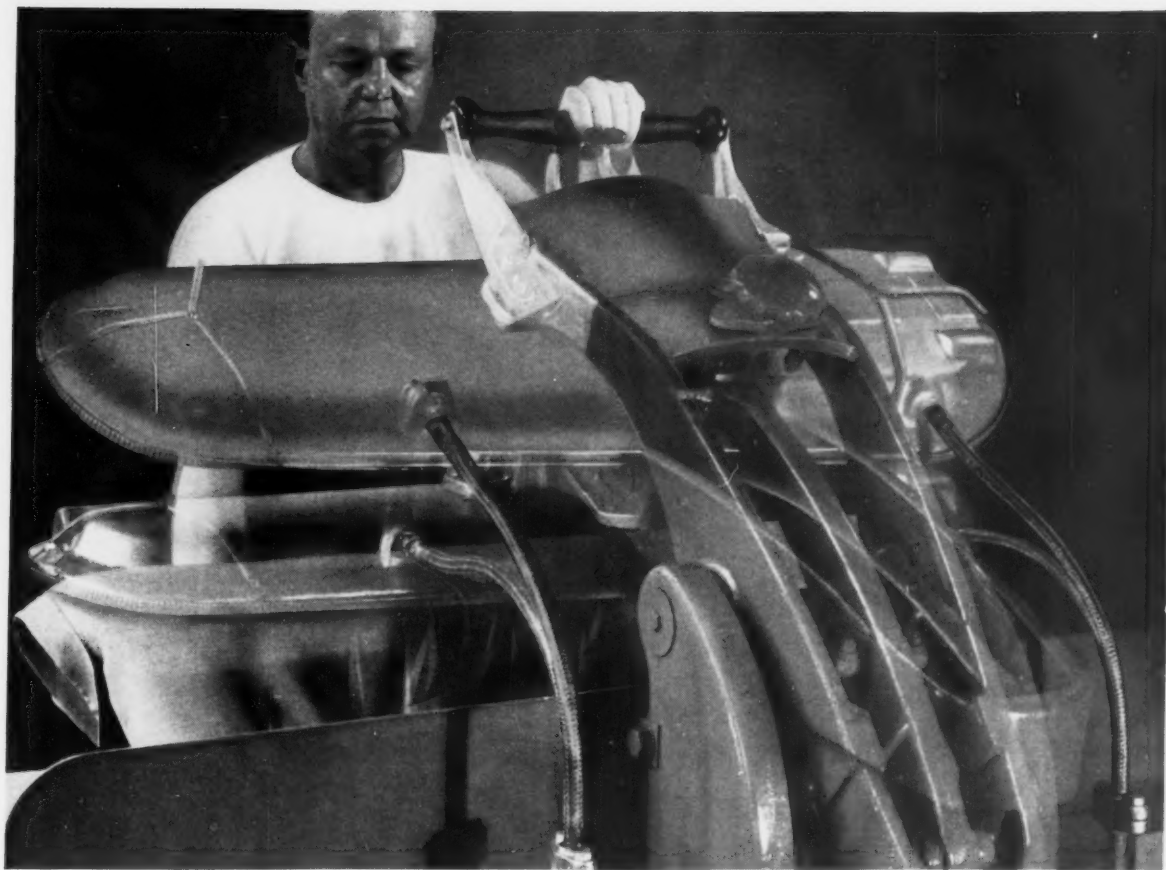
DIAMOND ORTHOLATE turns out work that brings back all kinds of customers—with bigger bundles. Washroom tests show this soap-saver boosts whiteness retention and chases dug-in soil from collars and cuffs.

Only DIAMOND's patented process could produce ORTHOLATE—a fusing of orthosilicate and complex phosphate into an integral, dustless flake. We recommend ORTHOLATE for laundries with average soil and high bicarbonate water or for heavy soil in medium bicarbonate areas. Phone your nearby DIAMOND distributor for a free test. No obligation. DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.

Diamond Laundry Detergents • Sours • Blues



**Diamond
Chemicals**



Replace with **Presstite**—the Connector Chosen by 9 out of 10 Press Manufacturers!

Chances are when you bought your press equipment, it arrived with American PRESSTITE® connectors. For 9 out of 10 manufacturers install PRESSTITE in original equipment. When replacement time comes, here are some good reasons why *you* should install the same type of connector your manufacturer used—PRESSTITE.

- **Eliminates steam loss.** No steam leaks to let profits leak away.
- **Long service life, greater safety.** Rugged, flexible, tin bronze core covered with wire braid for added strength.
- **Fits all pressing machines.** There's a PRESSTITE for every modern press.
- **Easy to install.** No special tools needed. No repair tie-ups.

PRESSTITE is simple to order, too. Just tell your supplier your press make and model. He will ship the proper PRESSTITE to you *fast*!

On older style machines, leaky swing joints can cause trouble. Switch to another American product—flexible, STEAMTITE® connectors. They fit single- or double-port presses.

For additional information, write: The American Brass Company, American Metal Hose Division, Waterbury 20, Connecticut.

*Reg. U. S. Pat. Off. 58229

HDuPont Company registered trademark



NEW PACKAGING — PRESSTITE steam connectors are now supplied in easy-to-handle, easy-to-identify boxes. It will pay you to keep *extra* PRESSTITES on hand for emergencies.

CONNECTORS OF TEFLON ALSO AVAILABLE. If you prefer connectors of Teflon†, your American Metal Hose representative will be glad to help you.

AMERICAN

Presstite and Steamtite Connectors

are **ANACONDA®** products

**See our display at the Convention of the American Institute of Laundering
Chicago, Feb. 26 — March 2, 1958, Booth 128, Donovan Hall, International Amphitheatre**

You've never seen anything like it!

**THE NEW WHITEHOUSE
FLATWORK IRONER PAD
MADE WITH**

MIRACLE FIBER

Here is the ironer pad that makes all others obsolete!

It's the Whitehouse pad Type N-11. Type N-11 padding is made from a new synthetic yarn. And it features an entirely different and distinctive kind of construction which gives it qualities of resiliency and wear which excel any other material.

Longer Lasting Resilience

You'll be amazed at the resilience of this miracle pad—month after month. There's nothing like it to give you consistent quality of work—the kind your customers want. And Type N-11 padding lasts so

long it saves you money—while it's giving you better, finer results.

We Guarantee Type N-11

We are so confident in Whitehouse Type N-11 padding that we guarantee that you will get top quality work with this product for one year. (Tests show it lasts much longer.) Remember! This is not a treated or coated material. It's a brand new yarn and a brand new construction. Ask your jobber or write us for more details. Better still, try Type N-11 padding yourself.

WHITEHOUSE NYLON PRODUCTS

360 Furman Street • Brooklyn 1, N. Y.

CONTINUED LEADERSHIP THROUGH CONSTANT RESEARCH

NI



Can You Bring Your Wife To the Convention and Charge It Off As a Business Expense?

By JOHN CARRUTHERS
JOHN CARRUTHERS & CO.
Boston, Massachusetts

THIS SUBJECT assigned to me, "How good records avoid income tax difficulties," is a painful one to the average listener, because most people don't like either records or taxes.

Since most of the principles involved in business records for tax purposes are contained in one simple illustration, which is of immediate personal interest to many of you right now, I will change the title of my talk to: "Did you bring your wife to this convention? If so, how much expense can you charge to business, and what records do you need to substantiate the deduction for tax purposes?"

Experts differ

Like most tax problems, there are no positive answers to these questions. If you visit the tax office, you will probably be told that your wife's expenses are not deductible. If you should consult a so-called tax expert, who operates as such for three months of the year obtaining clients by guaranteeing that he can save money in taxes, he may tell you that of course her expenses are deductible. And that, in addition, you might extend the trip to Florida and visit some friends or relatives on the way, charging the entire cost as business expense. The man in the revenue office who answers questions politely can never get into trouble by resolving all doubts in favor of the Government, while the part-time tax expert's opinion may involve both the taxpayer and himself in fraud penalties and possible criminal prosecution.

Since neither extreme can be right, the answer to the question must be found in the broad area in between. There are two types of deductions al-

lowed to businessmen. Statutory deduction, such as interest, taxes, etc., which are specified by law, and a group called "ordinary and necessary expenses" which is very broadly defined. Though limited somewhat by regulations and court decisions, it is still so broad that each case must be determined upon its own merits. Conventions, entertainment and traveling expenses are in this class.

Right of appeal

Many taxpayers believe that opinions of revenue agents, whether given before tax returns are filed or afterward when returns are examined, are positive and final, and that taxpayers must accept them. This is not so. Verbal opinions given at a tax office in response to inquiries are not binding upon either the Government or the taxpayer. A written report of a revenue agent shifts the burden of proof from the Government to the taxpayer; but may be reversed by the group chief after a conference. Or, if there is a sufficient amount of money involved to justify the expense of legal action, it may be appealed to the Tax Court or, after payment of tax, to the U. S. Court.

It was established by the courts in the early days of the republic that since the power to tax is the power to destroy, all tax laws should be construed in favor of the taxpayer. Also, that while no one has the right to evade taxes, anyone has a right to conduct his business affairs in such a way as to *avoid* taxes. Accordingly, it is the duty of consultants when preparing returns for taxpayers to construe doubtful questions in favor of their clients, but not to bend or twist the facts for the purpose of obtaining

Mr. Carruthers was guest speaker at the thirteenth annual convention of the National Institute of Rug Cleaning which took place at Philadelphia this January.

Because he chose to illustrate his talk with an example which we think is of wide interest to all convention-goers, and particularly, because the American Institute of Laundering convention-exhibit is only a few days away, we are pleased to reprint his speech here.

deductions which are clearly unjustified.

Now to return to the question as to the tax problem involved in bringing your wife to the convention. Here again is a wide range of extremes so far as facts are concerned. The wife may be an active partner or salaried officer or employee in the business, performing her share—or more—of the management responsibilities. In such a case her expenses should be charged to the business without question. On the other extreme, the lovely lady who spends all of her time shopping or visiting friends or relatives and never goes near the convention (if the facts were known) has little if any claim for consideration as an ordinary and necessary expense of her husband's business. Probably the ladies who attend this particular session should qualify without serious difficulty as few agents would understand their fortitude unless they had a deep business interest.

We have argued, sometimes successfully, that those who take an active part in the social activities of the convention are helping their husbands to maintain useful contacts with other men who bring their wives and thereby perform service of value to their business. We believe that this is a

Continued on page 54

"WE ARE GOING TO START A Revolution"

between
Feb. 26 and March 2nd 1958

in the
laundry industry
at the
Diamond Jubilee
Convention



... when the T. L. Smith Co., manufacturers

of the sensational  drying tumbler

unveils for the first time,

an entirely NEW washer

designed by F. W. Grantham

along revolutionary new principles ...

that will slash operating

costs at a fantastic rate

be on hand:

Feb. 26 thru March 2

DIAMOND JUBILEE
Convention and Exhibit

LAUNDRY AND CLEANERS
ALLIED TRADES ASSOCIATION
Coliseum — Chicago, Ill.
Booth No. 117

THE T. L. SMITH COMPANY
Milwaukee 1, Wisconsin • Lufkin, Texas



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Since 1900, the pioneer designer and foremost
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AFFILIATED WITH
Essick Manufacturing Company,
Los Angeles, California

PROGRAM

18th Annual Conference

National Association of Institutional Laundry Managers

Chicago, Illinois February 26-March 1, 1958

All educational and business meetings and banquet will be held in the Florentine Room of the Congress Hotel.

WEDNESDAY, FEBRUARY 26

8:30 a.m.-4:30 p.m. Registration, Congress Hotel.
11:00 a.m. Visit to American Institute of Laundering at Joliet.
Bus leaves from Michigan Avenue entrance, Congress Hotel.

THURSDAY, FEBRUARY 27

8:30 a.m.-4:30 p.m. Registration, Congress Hotel.
9:00 a.m. Official opening of convention session. Chairman, Harry Kennedy, Massachusetts Institutional Laundry Managers Association.
"Washroom Chemistry Up to Date"—Balfour J. Augst, sales manager, Armour and Co.
"Nurses and Laundry Managers Working Together"—Marian L. Fox, R.N., staff representative, American Hospital Association.

6:00 p.m.

FRIDAY, FEBRUARY 28

8:30 a.m.-12 noon
9:00 a.m. Registration, Congress Hotel.
Convention session. Chairman, Frank Jacobson, Metropolitan Association.
"Water Treatment"—Arthur Wells, engineering director, Evis Mfg. Co., San Francisco, California.
"Getting Ahead, a Personal P.R. Program for the L.M."—Len Fiddle, editor, *Institutional Laundry*.
"Twenty Years of Progress in Fashions for Presses and Flatwork Ironers"—William Norwood, Tingle, Brown and Co.
"Laundry Operations and Reports Forum"—Veterans Administration laundry superintendents: L. K. Sutton, Donald G. Pauline, Charles F. Meyers, A. A. Myers, J. F. Stockinger.
Meeting of Credentials Committee, Roland Whitlock, chairman.

SATURDAY, MARCH 1

9:00 a.m. Annual NAILM business meeting.
7:00 p.m. Annual NAILM banquet and entertainment.
NOTE: Buses will leave Michigan Avenue Entrance, Congress Hotel, for Exhibit Hall every 50 minutes.

YOUR WIFE AS A BUSINESS EXPENSE—Continued from page 52

reasonable justification for deducting the cost of attendance of both husbands and wives as expense. However, we would warn a client that such claims might be subject to partial disallowance if his tax return was thoroughly examined, and of course the amount of tax involved would rarely be sufficient to justify appeal if challenged by the agent who examined the books.

The attitude of the Commissioner of Internal Revenue is indicated by a quip which he made at a meeting not too long ago, when he said: "Businessmen used to take their secretaries to conventions and passed them off as their wives. Now they take their wives and claim expense deductions for their services as secretaries." I would venture a guess that in the majority of cases men who attend conventions with their wives charge the entire cost to their business; that most of them have no difficulty, either because their returns are not examined or because the specific expenses are not challenged; but that an increasing number are facing challenges of convention expenses in the future, with partial disallowances of cost of taking their wives with them.

Even then, disallowances are not complete, as taxpayers are clearly entitled to deduct as much cost as they would incur if they went alone, which

would always be substantially more than half as much as the combined expense of husband and wife. Such items as single rooms and single plane fares are almost always greater proportionately than similar accommodations for two, and of course legitimate entertainment may be as great or more if the little woman is left at home.

Proof of expenditures

Now we come to the questions as to what records are needed to substantiate expense deductions. So far as audit is concerned, our instructions to our staffmen are that traveling expenses should not be questioned unless clearly exorbitant, if three questions can be answered affirmatively: (1) "Did you go?" (2) "Did the trip have a business purpose?" (3) "Was the expenditure approved by others in the business, who had a legal right to challenge it?" If these questions are answered affirmatively the revenue agent must concede the fact, but may disallow part of the amount claimed. In that case the worst that can happen is an assessment of a tax deficiency with simple interest.

The Bureau of Internal Revenue has widely publicized the statement that, beginning with 1958, every employee of a corporation—and that

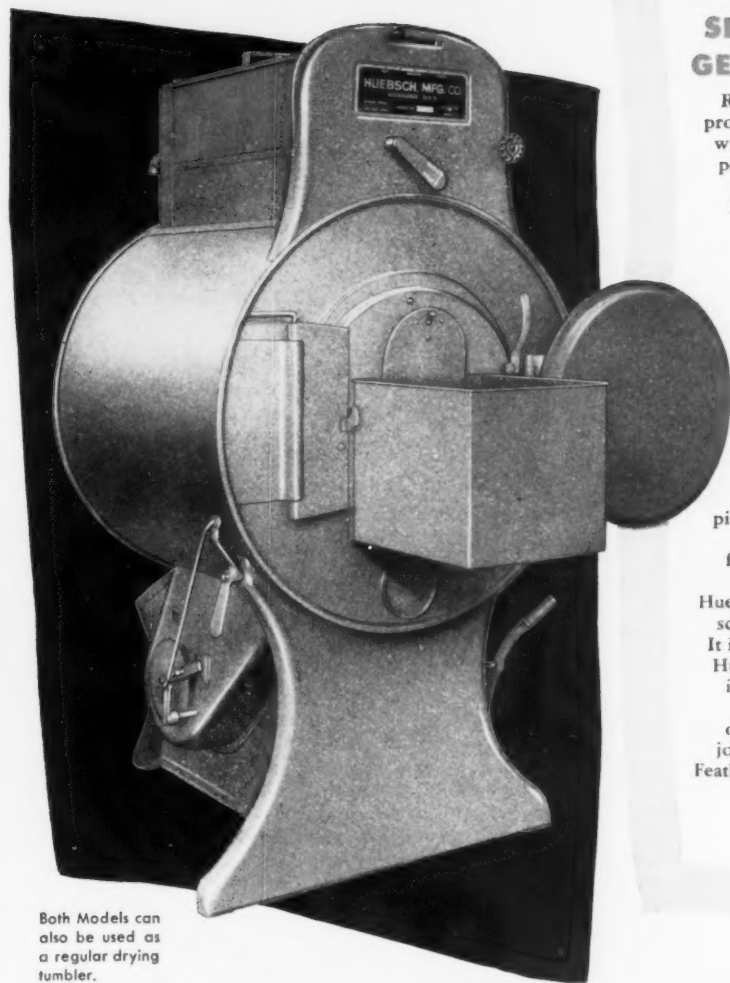
includes a corporate officer who may control his corporation—will be required to report as income all traveling and entertainment expenses, and then deduct on line 6A of his return the amount actually paid out, supported with a detailed statement of the deductions. This rule does not apply to partners or individuals conducting unincorporated businesses, whose business income and deductions appear on their personal returns. The purpose of this new rule is to enable the revenue agents to detect those who spend a lot of their company's money for traveling and entertainment expenses which are subsequently reimbursed.

The only part of this that is new is a provision for a line on the tax return on which reimbursement should be reported. Whether this will become a permanent part of tax procedure is anyone's guess, but for 1958 at least, it is likely that attempts will be made to enforce this requirement and perhaps penalize those who ignore it. It seems certain, at least, that those claiming large amounts of reimbursed expenses are much more likely to be challenged than heretofore. So that it behooves all of you to be prepared to substantiate expenses incurred for this—your first 1958 convention—whether or not your wives are with you. You should keep

the one thing she can't do at home!



RENOVATE PILLOWS!



Both Models can also be used as a regular drying tumbler.

SELL OLD CUSTOMERS! GET NEW CUSTOMERS!

Renovating pillows has become big, profitable business everywhere . . . and it will pay you to investigate its wonderful possibilities. One of the few laundry services a housewife can't perform at home, pillow renovating brings in *additional* business from regular customers . . . and gives you a splendid opportunity to acquire *new* customers!

FIND OUT WHY THE HUEBSCH WAY IS THE ACCEPTED WAY

The proper way to renovate pillows (the method used by America's leading laundries) is to remove feathers and clean and revitalize them separately. This is best done in a Huebsch Feather Renovator, a machine scientifically designed for the purpose. It is a simple, easy-to-learn operation. Huebsch Feather Renovators come in two models. Both are low in original cost, and economical to operate. Ask your nearest Huebsch jobber for full details on Huebsch Feather Renovators, or write directly to

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FINGERPRINT like yours,**



and there is Only One R/M REVOLITE®
world's outstanding line of LAUNDRY PADS AND COVERS

Nothing comes near the strength, stamina and economy of Raybestos-Manhattan REVOLITE Pads and Covers. Laundrymen handling the most diverse kinds of fabrics know that REVOLITE Covers assure them of long, troublefree operation and the highly satisfactory finish they want. They are the standard semi-permanent covers in the industry.

Time-tried REVOLITE Pads of felted asbestos, developed by R/M research, are entirely different from ordinary knitted cotton, asbestos or synthetic fiber padding. They are made for the higher heat retention of REVOLITE Covers—have equally long life, providing a highly resilient cushion for good ironing all the way.

Outlast All Others. REVOLITE has nearly a quarter of a century of experience in making laundry pads and covers for commercial and institutional users and at the same time meeting the rigid requirements of ironer manufacturers. REVOLITE products outlast others several times over. Their superior quality and efficiency save you substantially in power and labor costs.

R/M REVOLITE is sold by Raybestos-Manhattan salesmen in the New England, Middle Atlantic, and Central states and by distributors in other areas. Write today for the REVOLITE story and we will have our man call on you. No obligation, of course.



RAYBESTOS-MANHATTAN, INC.
REVOLITE DIVISION, 500 Fifth Ave., New York 36, N.Y.

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RAYBESTOS-MANHATTAN, INC. Laundry Pads and Covers • Asbestos Textiles
Engineered Plastics • Mechanical Packings • Industrial Rubber • Sintered Metal
Products • Rubber Covered Equipment • Abrasive and Diamond Wheels • Brake
Linings • Brake Blocks • Clutch Facings • Industrial Adhesives • Bowling Balls

hotel bills, rail, Pullman and plane tickets and have notebook memoranda of all other expenditures in sufficient detail to support your reimbursement. A check for a lump sum as convention expense without itemization is almost sure to be challenged.

Keep in mind that it is only *reimbursed* expense that need to be reported on personal returns. Expenses charged directly to your company by hotel, railroads, airlines and restaurants are *not* reimbursed, and are never personal income to you if paid for directly by company check. Those of you who do a considerable amount of traveling will find it worth while

to have as much as possible of travel, entertainment and convention expense charged directly to your company by using gasoline, airplane, railroad, hotel and telephone credit cards. Those of the American Hotel Credit Association and the Diners' Club, each of which costs \$5 per year, are particularly useful since they are international in their scope. By using such cards whenever possible, personal cash expenses can be kept at a minimum, with consequent reduction of the area in which expenses need to be reported personally or are likely to be challenged.

One of the first things that a reve-

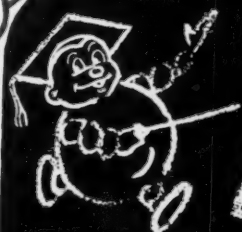
nue agent is likely to do when he examines the books of a company is to look through check registers and petty cash records for the payments made to the principal officers, demanding explanation of any major items drawn by them. Since at least three-quarters of the expenses in any trip — convention or otherwise — can be charged directly to the business by use of credit cards, it should be obvious that those who follow this practice are much less likely to have the question of wife's or excessive personal expenditures raised than are those who use a lot of folding money.

Keep repair invoices

There are other fields in which the keeping of adequate records can save a great deal of difficulty in substantiation of deductions on tax returns. Perhaps the most important of these are invoices for repairs. In many instances memos written on or attached to bills at the time the events took place may avoid capitalization by revenue agents for the sole reason that the amounts were large. [See article by Mr. Carruthers in *STARCHROOM*, February 1956, entitled "The Tax Return is only the Beginning." It includes suggestions regarding items which are most likely to be challenged by revenue agents.]

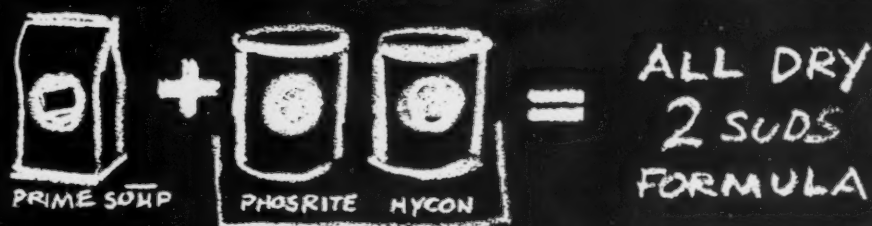
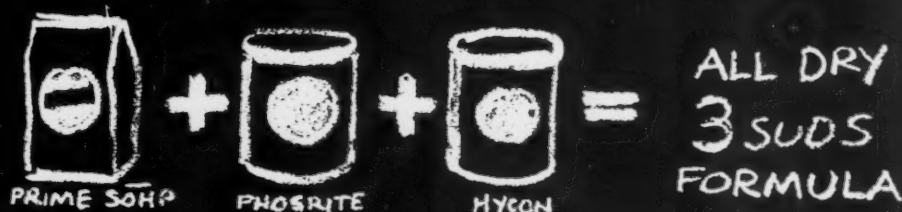
Two other suggestions, which are matters of personal opinion. Some excellent tax men believe in the "bait theory," based upon a belief that they should leave some doubtful items charged to expense for the agent to disallow and thereby justify the time that they spend in an examination. Those who do subscribe to that theory will find it much better to resolve all doubts between replacements of equipment and repairs in favor of the latter than to fail to substantiate travel and convention expense and face the possibility of a double tax, a deficiency assessment to their corporation and an additional income tax to themselves.

Some believe that tax returns should be made in minute detail with many schedules attached. We prefer to make tax returns as simple as possible but to have adequate supporting records in the files of the client, so that revenue examinations may be made quickly and adjustments or deficiencies kept at a minimum. It is easy for anyone to file a tax return that apparently saves taxes. However, "The tax return is only the beginning." The real test is whether or not the return filed is examined and, if so, what the ultimate tax proves to be after examination—perhaps two years hence. □□



ALL DRY FORMULAS

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CHALK UP BIG SAVINGS NOW! Save time and money with BEACH'S amazing new all-dry formulas for Commercial and Institutional Laundries.

Whether you use two-suds or three-suds, PRIME SÖHP, PHOSRITE and HYCON, working as a team in the Suds-Scrub-Bleach formula, will do the job better and faster.

Both of these accelerated washing formulas use ALL DRY supplies. Find out now how you can benefit from Beach research.

FREE BOOKLET

Find out how you can save \$2.26 or more per wheel per day and wash two more loads per wheel per day. Write for this illustrated booklet, "A NEW WAY TO WASH".



Order PRIME SÖHP, PHOSRITE and HYCON from your Distributor today!

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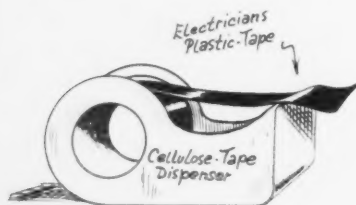
Rhapsody in Bellevue

PACKAGING is becoming more important in every business, and many launderers are taking advantage of the housewife's preferences in this matter. Which brings up a thought. . . Have you ever marveled at results obtained by the professional gift wrappers in the stores at Christmas time? Maybe there is a source of ideas for some packaging tricks that would make a laundry the talk of the town!



Gift-Wrapped Blankets

Vernon and Duane Lawrence at the Portland (Oregon) Laundry & Cleaners put out a really nice blanket package. It's wrapped in plicofilm and tied with half-inch bright blue cellophane ribbon. What makes it different is the way the ribbon is placed. Instead of tying the blanket up in the conventional manner like a box of shirts, the brothers run the ribbon across one top corner and the opposite lower corner for an effect similar to the way a fancy box of candy is wrapped . . . there's even a fancy bow for an extra touch of glamour.



Tape Dispensers

This item, as close as I can determine, came from a plant in New Mexico. Instead of discarding those cute little cellulose-tape dispensers, save them. They are just the thing for holding small rolls of the black plastic electricians' tape. Makes it a simple matter to find the end, and also to tear it off without having to cut it to get a square edge.

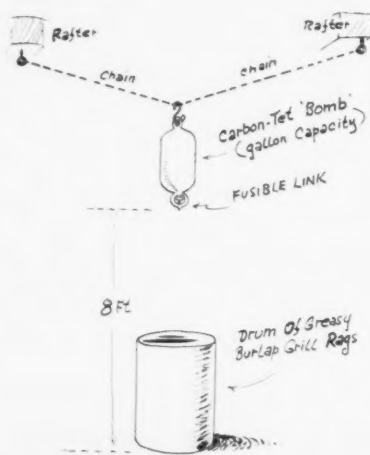
For myself, I'm going to hunt up an empty dispenser and see if it

won't hold one of those little rolls of masking tape. (After all, the same company makes the cellulose tape as makes the masking tape . . . always thinkin', baby!)



Prize Shirt Package

Another idea from the Portland Laundry & Cleaners is the use of a printed design on plicofilm shirt bags. This design is a prize ribbon on the front, with "You'll like our drycleaning" printed on the badge. Looks very neat, and is not cluttered up with too much copy.

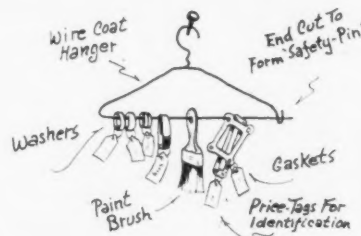


Fire-Safety Bomb

At Eugene Laundry & Cleaners every precaution is taken against the possibility of fire, as in most laundries. Greasy burlap grill rags, even though kept in metal drums, are a problem in every plant. While they are never allowed to remain in the plant over a week end, it is often necessary to leave them overnight.

This drum of greasy rags sits in the same position at all times. Just above it, supported by a chain to the ceiling rafters, is what Eddy Anderson calls a carbon-tet "bomb." It's a metal con-

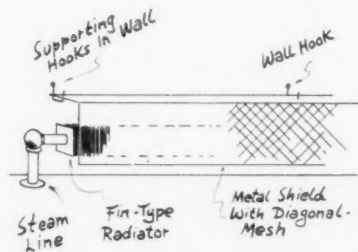
tainer that holds about a gallon of carbon tetrachloride. Its lower end has a fusible link. The affair is held about 8 feet off the floor, which means it is only about 4 feet above the greasy rag drum . . . and ready for business at all times.



Odds-and-Ends Hanger

Digging through some old notebooks I find a couple of items that give no indication of their source, but I think this one's worth mentioning because I intend using it to hold paint brushes in my garage.

This is another use for a wire coat hanger. As shown in the drawing it's cut to form a safety-pin effect. In the plant I saw it in, the affair held a number of items that included a couple of ball-bearing races (which are too difficult to draw) and a "plumber's friend" (which I am too modest to draw).



Radiator Guard

I don't rightly recall if this one came from the Portland Laundry or the Albany Laundry. It has to do with the shielding over a fin-type radiator in the front call office to protect people from getting singed. The radiator is 10 feet long and runs along near the floor beneath the window. What appears to be metal lathe runs the length of the radiator, crimped so there is a top and side only. It is held in place with small hooks set into the wall at intervals. □□

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even less
for quality

The best is often most
economical, too.
Take Satinette. Cook it
once. Use it all.
Never separates or congeals.
That means lower unit costs,
fewer go backs...and shirts
so smoothly finished you
protect your greatest asset,
customer satisfaction.

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SALES-SERVICE MAN

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COLUMBUS 15, OHIO
Corn, wheat and other grain products
for industry since 1898



Other Keestar products

**ULTRA-LITE
SANI-SOUR
JUMBO PADS**



A.I.L. Activities

Consumer Advice on Bargain Linens

Pointers the housewife should observe when buying linens during "bargain sales" are offered in a news release from the American Institute of Laundering.

Buyers are warned to check sizing by rubbing the fabric lightly. If a powdery substance appears, the article contains too much sizing.

The release suggests that the correct size be known when choosing bedding. In quality linens, the threads should be evenly woven and of the same thickness. Close, large, loosely twisted and thickly packed loops in towels indicate absorbency and good service.

Finally, the Institute advises consumers to look for the Certified Washable Seal of the American Institute of Laundering. It is awarded only to materials and garments that are laundry-tested for shrinkage, colorfastness and general appearance.

Committee Meetings Precede Convention

Members of the advisory committees will hold a special meeting February 25 before the official opening of the convention. A dinner meeting will take place Tuesday evening and there will be another meeting Wednesday morning. The six advisory committees include: sales and advertising, education and personnel, public relations and Certified Washable Seal, office operation and financial management, neighborhood and quick-service laundries, and production and engineering.

All members of these committees are urged to attend the meetings.

Before the convention the board of directors will hold a business meeting. Laundryowners who want a specific subject included on the agenda should contact their board representatives.

Have You an Old Laundry Picture?

If any laundrymen own photographs of laundries dating back to 1920 and before, the AIL can use them. At the convention the Institute plans to exhibit a collection of old pictures giving a visual history of the laundry industry. Contributions are required from members; main subjects needed are exterior and interior of plants, equipment and delivery apparatus. Photographs should be identified on the back, together with the approximate date they were taken. Those who wish their pictures returned should advise the AIL.

The three oldest pictures will be awarded prizes.

Treasure Chests Spark Interest

Two prizes will be awarded to attendees at the convention each day during the exhibit. Registrants will receive a folder containing a coupon. These coupons will be filled out and placed in two Treasure Chest booths located at certain points in the exhibit hall. Prizes will be given to the holders of the two lucky stubs drawn each day.

The ladies have not been forgotten. A ticket drawing will be the basis for a "Diamond" grand prize to be awarded

at the banquet on Saturday evening, March 1. Tickets will be handed out to the ladies as they enter the banquet room.

Prizes will also be given throughout the ladies' program.

"Fair Lady" Draws Early Registrants

First arrivals at the Diamond Jubilee Convention of the AIL in Chicago's Conrad Hilton Hotel will be rewarded with the chance to buy two tickets for the musical, "My Fair Lady." The Institute has reserved a block of 100 tickets for the Sunday, March 1, matinee performance. The tickets will be sold on a first-come, first-served basis.

More on Truck Specifications

Continuing its efforts to encourage manufacturers to build trucks designed specifically for the laundry and drycleaning industry, the Institute has sent a report of a survey on truck specifications suggested by 63 members of AIL's advisory committee on sales and advertising.

50-Year Plants To Be Hailed

Special honors for laundry plants that have been AIL members for 50 or more years will be presented by the Institute at the annual convention in Chicago. Owners whose plants have had continuous service for this length of time should contact the Institute.

Exhibitors' List Addenda

The following exhibitors took space too late for inclusion in our full Exhibitors' List on page 68.

EXHIBITOR	BOOTH NO.
A & E Machinery Co., Inc., 2525 Madison St., Chicago 12, Ill. . .	C11
Auto Express Rail, Inc., 716 S. Second St., St. Louis 2, Mo.	C 7
Bagcraft Corp. of America, 3900 W. 43rd St., Chicago 32, Ill. . .	C19
Cade Paper & Bag Corp., 58 Sedgewick St., Brooklyn 32, N. Y. . .	C18
Gailyn Packaging Corp., 1475 Southern Blvd., New York 60, N. Y. .	C16
H. Greenwald Co., Inc., 1340 Metropolitan Ave., Brooklyn 37, N.Y. .	C17
Lutzow Industries, 2121 S. K. K. Ave., Milwaukee, Wis.	C15
Tru-Seal Div., Flick-Reedy Corp., 2040 N. Hawthorne Ave., Melrose Park, Ill.	C14

The following changes in booth number have also been reported:

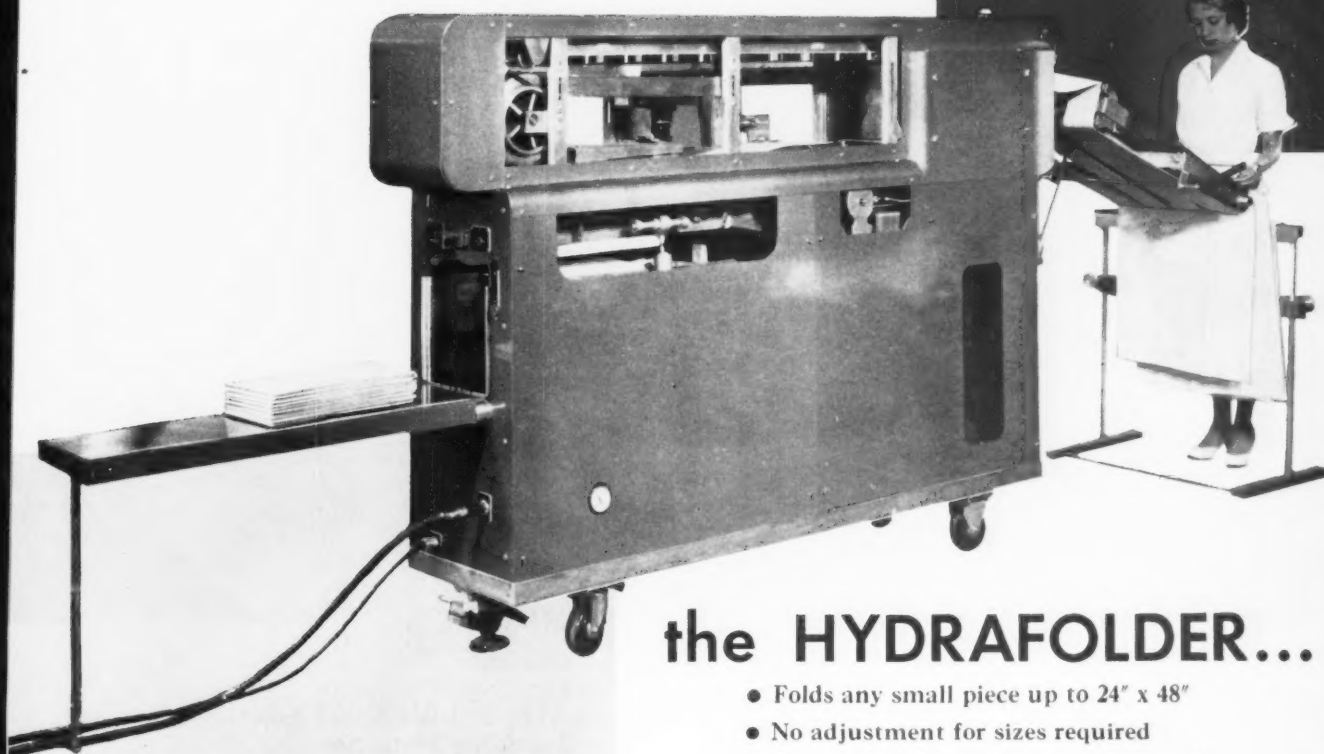
Loyal Textile Machinery, Div. of Pitz Foundry, Inc.	From Booths 329-330 to Booth 812
Per Corporation	From Booth 812 to Booths 329-330
Superior Laundry Machinery Co.	From Booth 933 to Booth C20

Announcing the

HYDRAFOLDER[★]

(U. S. Pat. Pend.)

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revolutionary
to
FOLDING...
as
"HYDRAXTOR"
to extraction!



the HYDRAFOLDER...

- Folds any small piece up to 24" x 48"
- No adjustment for sizes required
- Counts, stacks, and ejects in any multiple to 50
- Accurately folds to 1/32"
- Jam-Proof
- Aluminum construction — completely mobile
- No lubrication required

★ **Constant Folding Speed
120 Ft. Per Minute!**

The first and only completely universal, electronic, electrically controlled mobile folder for hand or flat work operation. Automatically French folds without size adjustment:

Hand Towels
Bath Towels
Pillow Slips
Napkins
Diapers

Tested 16 million operations!

Write or wire for delivery date

The **HYDRAXTOR** *Company*

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Starchroom LAUNDRY JOURNAL?

“WORTH BUYING” says **MR. ALVIN STENBERG**,
Laundry Manager
Methodist Hospital of Brooklyn
Brooklyn, New York

“Ours is a 374-bed hospital. Our laundry, with 28 full-time employees, is active 8 hours a day, 5½ days a week. To keep pace with all the hospital’s services, we must process 165,000 pounds a month.

“To do it, we need up-to-date information on modern laundry techniques, equipment and supplies. In the articles, in RHAPSODY IN BELLEW, in the NEW PRODUCTS and LITERATURE Section, in the ANNUAL GUIDEBOOK, and in the advertising pages, I get that information in STARCHROOM LAUNDRY JOURNAL.

“I receive three other laundry publications free, but I need the JOURNAL. It’s worth buying!”

**EVERYWHERE, MANAGERS OF TOP INSTITUTIONAL
LAUNDRIES AGREE WITH SUBSCRIBER STENBERG**



WHAT THEY THINK ABOUT STARCHROOM LAUNDRY JOURNAL IN THE BIG INSTITUTIONAL LAUNDRY FIELD:

"STARCHROOM has helped me reduce costs, improve quality, increase efficiency"—*A General Hospital, Connecticut*

"Your magazine makes it possible for me to compare my thinking with other laundry managers"—*A Hotel, California*

"STARCHROOM keeps me posted on what goes on in the laundry field and gives me ideas I can use in the plant"—*A Children's Hospital, Ohio*

"I get more than the subscription price in ideas in every issue. I find the ANNUAL GUIDEBOOK answers about all my plant problems"—*A State Hospital, South Dakota*

STARCHROOM is "more complete in laundry news, new ideas, new developments in machinery"—*A General Hospital, Ohio*

"Can't be compared with any other laundry magazine. Covers a greater field on everything than the others"—*A State Hospital, Maine*

"STARCHROOM LAUNDRY JOURNAL carries more variety and to-the-point articles. It's certainly more expensive to publish than the other magazines and I'm more than glad to pay for it"—*A Reformatory, Michigan*

"Your ANNUAL GUIDEBOOK is tops"—*A General Hospital, Michigan*

"I use STARCHROOM as a guide in buying machinery, improving work habits of employees and inmates, and gathering technical data for myself. I enjoy reading your stories"—*A State Prison, Wisconsin*

"Covers the field well, and we think it is worth the subscription price"—*A University, Iowa*

"A good magazine. Covers every phase of the laundry and its problems. It's a better guide in all laundry needs"—*A General Hospital, Wisconsin*

"What I like best is the amount and variety of pictures with the articles. Can get a good idea of other plants and methods more clearly than simply reading about them. I like your style, coverage of subjects, and general readability"—*A University, Mississippi*

"Your helpful hints keep us informed on newest trends and supplies"—*A Veterans Hospital, Alabama*

"What I like is your YEAR BOOK, your problem-solving articles, your new ideas in procedures and equipment trends"—*A State Hospital, Michigan*

"The yearly GUIDEBOOK is tops for information"—*A Children's Hospital, Illinois*

**THEY GET STACKS OF OTHER MAGAZINES FREE,
BUT TO GET THE HELP THEY NEED, THEY BUY**

Starchroom

LAUNDRY JOURNAL

First in the Laundry Industry Since 1893

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OREGON 9-4000

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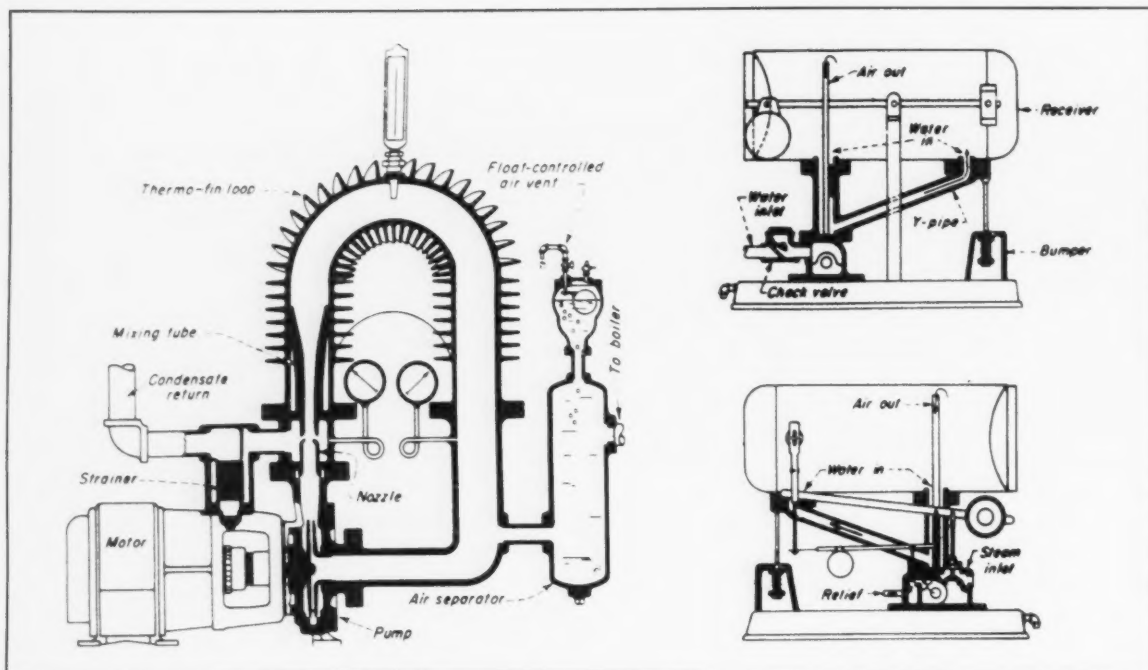


Fig. 1 (left). Hot condensate and air enter low-pressure chamber at nozzle and mix with water circulated by centrifugal pump. Fig. 2 (right). Front and rear views of tilting trap in filling position. Condensate enters through Y-pipe, air escapes down vertical riser and out to atmosphere

What About Condensate Return Systems?

An engineer tells what's involved in setting up a positive cycle

ONE SURE WAY to economize and still get better production performance is to have a good, positive condensate return cycle.

One manufacturer claims that his system reduces steam costs 15 percent for the finishing process alone. On top of that, his system is also said to be able to increase the production rate by 15 to 20 percent. Both results mean money for the laundry plant operator.

Results count

But to get down to specifics. First-class results were posted by the Adelman Launderers and Dry Cleaners when they put their plant in Milwaukee, Wisconsin, through some test paces in 1954. [See story in STARCHROOM, August 1954.] One of the new

By JOSEPH C. McCABE

features of the plant was a first-class, positive condensate return system. At that time they conducted a time study on the operation of their three flatwork ironers to see if any improvements were evident with the new system.

Adelman's previous experience showed that whenever the flatwork ironers got above 32 feet per minute on pillowcases, pile-ups would occur. And 35 feet per minute was the peak to avoid all go-backs. With the new fast condensate removal aided by a constant steam pressure at the ironer, production tests at 32 feet per minute proved highly acceptable. And the production jumped up to 327 pounds

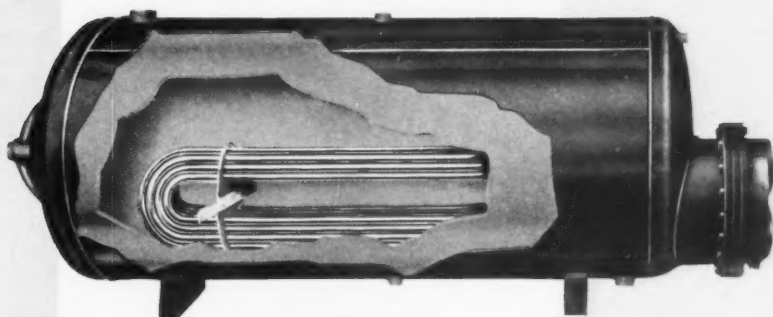
at this 32-feet-per-minute rate—a rate well above the former peak of 310 pounds achieved at 35 feet per minute.

The methods at hand

Every condensate-handling system presents special engineering problems all its own. The Adelman installation referred to above made use of a flash tank and a deaerator in addition to the special devices called accumulators which are the heart of the system. Such a system combines the open and the closed methods of return.

With the open method, flash tanks or other vessels such as deaerators receive the condensate before it gets to the boiler pump and permit it to drop

Continued on page 72



P-K Pre-Krete[®]-lined storage water heaters

*give you added years
of rust-free service*

Why buy a plain steel storage water heater when you can have a P-K Pre-Krete-lined Heater with twice the life at only slightly higher first cost?

P-K, and P-K alone, gives you thermal design with a 75-year record of heat transfer experience, *plus* the corrosion protection of a non-staining, non-toxic, inert, special formula Pre-Krete lining that doubles the life of the heater—an exclusive P-K advantage.

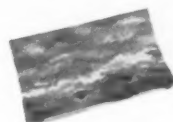
Pre-Krete is a pre-blended, low soluble, hydraulic cement with special additives. It is unaffected by extreme temperature changes and will not shrink, flake, or crack. If lining repairs are ever needed, one man can make them easily with minimum downtime.

For complete details, write for Catalog 19 on P-K Storage Water Heaters. For information on lining your existing plain steel vessels with Pre-Krete, ask for Bulletin 1012. The Patterson-Kelley Co., Inc., 2702 Wilson St., East Stroudsburg, Penna.

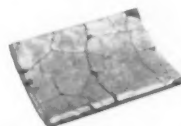
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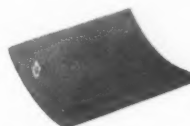
Storage Water Heaters • Instantaneous Heaters
Converters • Freon Chillers and Condensers



Plain steel plate will corrode even under normal water conditions.

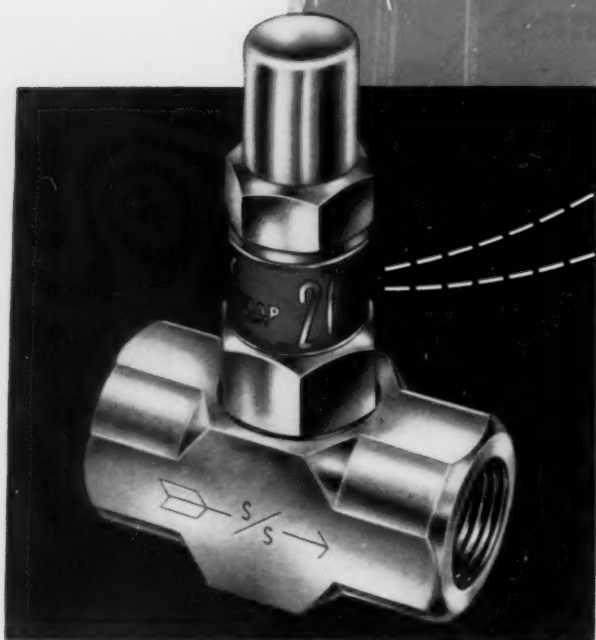


Ordinary cement linings tend to flake, crack and shrink, resulting in high maintenance costs.



Pre-Krete-lined plate is still in perfect condition after exhaustive testing.

Press temperatures 20° higher with Yarway 20-A Impulse Steam Traps



Yarway No. 20-A Impulse Steam Trap, especially designed for light condensate loads.



Yarway men serve and sell
from coast to coast . . .

YARWAY

That's the experience of a midwest laundry with Yarway No. 20-A Impulse Steam Traps . . . so satisfactory that they are now putting Yarways also on their 6-roll ironer.

Yarway Impulse Traps for laundries are available in two types—the ½" No. 20-A for all light condensate loads on presses, puff-ironers, steam mains, etc., and the standard Series 60 (sizes ½" to 2") for heavier load equipment such as multiple-roll ironers and tumblers. *ALL are designed to get equipment hot in a hurry and keep it hot.*

Yarway traps feature stainless steel construction, simplicity of design (only one moving part), little maintenance, and quick availability from over 270 local Industrial Distributors.

Write for a *free* Laundry Piping Diagram and Steam Trap Selector today.

YARNALL-WARING COMPANY
129 Mermaid Avenue, Philadelphia 18, Penna.

IMPULSE STEAM TRAP

The Impulse that revolutionized steam trapping 20 years ago.



PROGRAM

75th Annual Convention and Exhibit

American Institute of Laundering

Chicago, Illinois

February 26-March 2

WEDNESDAY, FEBRUARY 26

- 1:45 p.m.-4:45 p.m. Convention Session, Grand Ballroom, Conrad Hilton Hotel. Presiding, Forrest I. Neal, Jr., director, District 10, AIL
 Film, "The Dynamic American City"—U. S. Chamber of Commerce
 "Forecast for Business in 1958"—Tom M. Plank, Economics and Business Research Department, First National Bank, Chicago
 "Education for Better Management"—Cecil H. Lanham, director of education and personnel, AIL
 "An Undeveloped Industry Asset"—Ward A. Gill, director of industry relations, AIL
 "Operating Drive-Up Stores"—George H. Isaacson, director of service and laundry-drycleaning departments, AIL
 9:00 p.m. "Get-Together Party," Williford Room, Conrad Hilton Hotel

THURSDAY, FEBRUARY 27

- 8:45 a.m.-11:45 a.m. Convention Session, Grand Ballroom, Conrad Hilton Hotel. Presiding, Victor D. Dalgoutte, president, AIL
 Film, "The Story of Creative Capital"—U. S. Chamber of Commerce
 "The Promise of Research"—Dr. Haldon A. Leedy, director, Armour Research Foundation of the Illinois Institute of Technology
 "Your President Reports"—color-slide presentation by President Victor D. Dalgoutte. Introduction by Immediate Past President G. Louis Dodge
 "Why Do Consumers Buy and Behave As They Do?"—Pierre D. Martineau, director of research and marketing, the Chicago Tribune
 10:00 a.m. "Coffee and Rolls" for ladies, Beverly Room, Conrad Hilton Hotel. Mrs. Victor Dalgoutte and wives of directors, hostesses
 10:30 a.m. Ladies' bus tour of Merchandise Mart starts from Conrad Hilton Hotel
 12:00 noon-7:00 p.m. Exhibit open, Donovan Hall, International Amphitheatre
 12:00 noon Legislative Luncheon, Beverly Room, Conrad Hilton Hotel. Presiding, Denys R. Slater, chairman, AIL National Legislative Committee
 Film, "Crossroads: Main Street and the Minimum Wage"—U. S. Chamber of Commerce
 "The Wage-Hour Situation and You"—Harold K. Howe, manager, AIL Washington office
 1:00 p.m. Ladies' Luncheon, Merchants and Manufacturers Club, Merchandise Mart
 "Let's Go to Dinner"—Marie Klefer, secretary-manager, National Retail Grocers Association

FRIDAY, FEBRUARY 28

- 8:45 a.m.-11:45 a.m. Convention Session, Grand Ballroom, Conrad Hilton Hotel. Presiding, David P. Wallace, Jr., director, District 3, AIL
 Film, "The Man Who Built a Better Mousetrap." Commentator—Wesley I. Nunn, advertising manager, Standard Oil Company (Indiana)
 "Where Do We Go From Here?"—William C. Schumaker, executive vice-president, International Harvester Company

10:30 a.m.

12:00 noon-7:00 p.m. Exhibit open, Donovan Hall, International Amphitheatre

12:00 noon

Luncheon, 17th Annual Advertising Contest Awards, Parlor A, Conrad Hilton Hotel. Presiding, Frederic Thesmar, director, District 2, AIL

"Why We Picked the 1957 Winning Ads" Chairman, Leo P. Bott, Jr., Leo P. Bott Advertising Agency
 J. W. Cole, dean, Medill School of Journalism, Northwestern University
 Hugh Sargent, School of Journalism and Communications, University of Illinois
 Ladies' luncheon and style show, Waldorf Room, Conrad Hilton Hotel. Maggie Daly, fashion commentator

12:00 noon

5:30 p.m.

6:30 p.m.

"The Responsibility of the Member to His Trade Association"—Rabbi Morris M. Hershman, Jaffet Jewish Congregation

"Interurbia, the Changing Face of America"—John M. Willem, vice-president, J. Walter Thompson Company

"Coffee and Rolls" for ladies, Beverly Room, Conrad Hilton Hotel

Exhibit open, Donovan Hall, International Amphitheatre

Luncheon, 17th Annual Advertising Contest Awards, Parlor A, Conrad Hilton Hotel. Presiding, Frederic Thesmar, director, District 2, AIL

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 J. W. Cole, dean, Medill School of Journalism, Northwestern University
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 Ladies' luncheon and style show, Waldorf Room, Conrad Hilton Hotel. Maggie Daly, fashion commentator

Reception and Dinner, trade paper editors and AIL staff, Conrad Hilton Hotel

Reception and Dinner, Old Timers Club, Laundry and Cleaners Allied Trades Association, Founders Hall, Stock Yard Inn. Presiding, Harlow A. Gaines

SATURDAY, MARCH 1

- 8:45 a.m.-11:45 a.m. Convention Session, Grand Ballroom, Conrad Hilton Hotel. Presiding, Albert Johnson, general manager, AIL
 Film, "The Atom Comes to Town"—U. S. Chamber of Commerce
 Address—Thelma Beresin, Gray & Rogers, Advertising-Public Relations
 "Who Says That Routemen Can't Sell?"—Israel D. Fink, G and K Corporation, Minneapolis
 Address—Senator Spessard L. Holland, Florida. Introduction, John H. Monahan, director, District 1, AIL
 12:00 noon-5:30 p.m. Exhibit open, Donovan Hall, International Amphitheatre
 12:15 p.m. Luncheon Meeting, Council of Laundry Association Executives, Room 13, Fourth Floor, Conrad Hilton Hotel. Presiding, Wilson A. Leece, executive secretary, Ohio Laundryowners Association
 5:00 p.m. Business Meeting and Reception, AIL Alumni Club, Beverly Room, Conrad Hilton Hotel. Presiding, Frank Fite, president, AIL Alumni Club
 7:00 p.m. Seventy-fifth Anniversary Banquet, Floor Show and Dance, Grand Ballroom, Conrad Hilton Hotel

SUNDAY, MARCH 2

- 9:30 a.m.-12:00 noon Quick-Service Operator Session, Four Seasons Room, Stock Yard Inn. Presiding, Francis J. Raymond, Laundrette, New Albany, Indiana
 "Quick-Service Washing Procedures"—Lee G. Johnston, manager, laboratory division, AIL
 "Quick Service Advertising and Promotion"—Donald Harris, Barrington Laundromat, Barrington, Illinois
 "Coin-Operated Stores"—William S. Watkins, Laundrette, Anderson, Indiana
 Open Forum
 Exhibit open, Donovan Hall, International Amphitheatre

LIST OF EXHIBITORS

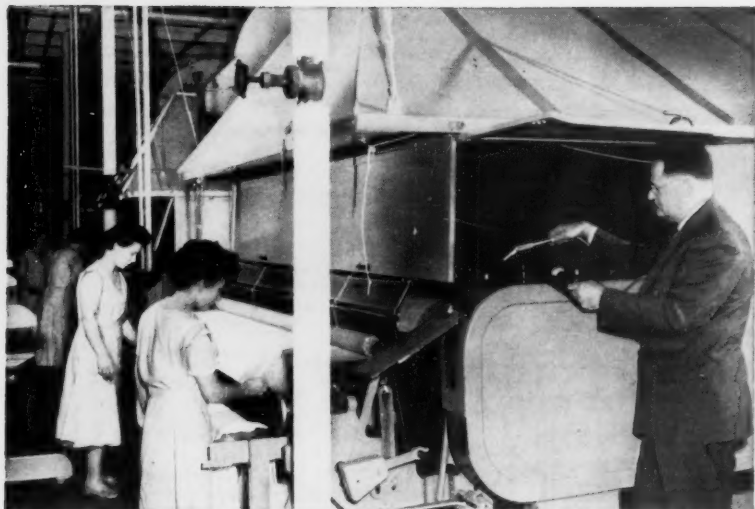
STARCHROOM LAUNDRY JOURNAL - NATIONAL CLEANER & DYER

EXHIBITOR	BOOTH NO.	EXHIBITOR	BOOTH NO.
AA Laundry Machinery Co., 1110 S. Kedzie Ave., Chicago 12, Ill.	480, 481	Bock Laundry Machine Co., Factories Bldg., Toledo 2, Ohio	205-207
Abso-Clean Chemical Co., 6017 E. McNichols Rd., Detroit 12, Mich.	733	F. H. Bonn Co., 111 N. Hickory Ave., Arlington Heights, Ill.	A4
Ace Cabinet Corp., 358 Belleville Ave., New Bedford, Mass.	180, 181	Boston Clip & Tag Co., 48 Grove St., Somerville, Mass.	756
Acme Nylon Products, Inc., 34 Walker St., New York 13, N. Y.	911	G. A. Braun, Inc., 461 E. Brighton Ave., Syracuse, N. Y.	128
Addressograph-Multigraph Corp., 1200 Babbitt Rd., Cleveland 17, Ohio	A6, A7	Butler Mfg. Co., 7400 E. 13th St., Kansas City 26, Mo.	531, 531A
Air-Cooling Engineering Co., P. O. Box 744, Evanston, Ill.	655, 656		471-477
Ajax Pressing Machine Co., Box 449, Salt Lake City, Utah	271-273		521-527
American Associated Cos., Box 4056, Atlanta 2, Ga.	321-323		
American Brass Co., American Metal Hose Div., P. O. Box 719, Waterbury 20, Conn.	764	Caled Products Co., Inc., 500 Washington-Baltimore Blvd., Brentwood, Md.	631-632
American Laundry Machinery Co., Ross & Section Aves., Cincinnati 12, Ohio	128	Callaway Mills, Inc., 295 Fifth Ave., New York 16, N. Y.	863, 864
	405-411	Calusa Chemical Co., 2132 Sacramento St., Los Angeles 21, Calif.	426
	455-461	Capital Postal Service, Inc., 307 Canal St., New York 13, N. Y.	154
	505-511	Carman-Conley, Inc., 1754 W. Walnut St., Chicago 12, Ill.	101, 102
	555-561	Carry-Pack Co., Ltd., 9525 Irving Park Rd., Schiller Park, Ill.	778
American Mat Corp., 2018 Adams St., Toledo 2, Ohio	182	Carson Textile Co., Inc., 1-35 Porter St., Philadelphia 48, Pa.	330A
American Permac, Inc., P. O. Box 91, Baldwin, N. Y.	C1, C2, C3	Challenge Mfg. Co., 7400 E. Bandini Blvd., Los Angeles 22, Calif.	822, 823
American Trade Magazines, Inc., 21 Huron St., Chicago 10, Ill.	104	Champion Bag Co., 160 N. Loomis St., Chicago 7, Ill.	A3
Anderson Collar Support Co., 1443 E. 120th St., Cleveland, Ohio	308	Chandler Machine Co., West St., Ayer, Mass.	175-178
Appliance Service Co., Inc., 1821 54th St., Brooklyn 4, N. Y.	129	Chevrolet Div., General Motors Bldg., Detroit 2, Mich.	225-228
Armour & Co., 1355 W. 31st St., Chicago 9, Ill.	A13		426A
Armstrong Machine Works, 816 Maple St., Three Rivers, Mich.	860, 861	Chicago Dryer Co., 2210 N. Pulaski Rd., Chicago 39, Ill.	671-675
Arrow Mfg. Co., 2924 Terrace St., Kansas City 41, Mo.	328		721-725
Atlas Powder Co., Atlas Bldg., Wilmington 99, Del.	810, 811	Cincinnati Marking Tag & Supply Mfg. Co., 12 E. Ninth St., Cincinnati 2, Ohio	A28
Automatic Launderer & Cleaners, 75 Third St., N. W., Atlanta 8, Ga.	774	W. M. Cissell Mfg. Co., Inc., 831 S. First St., Louisville 1, Ky.	371-374
Automatic Switch Co., Florham Park, N. J.	930		421-424
		Clary Corp., 408 Junipero St., San Gabriel, Calif.	C4
Barker Mfg. Co., 730 E. Michigan Ave., Battle Creek, Mich.	732	Clayton Mfg. Co., 401 N. Temple City Blvd., El Monte, Calif.	873, 874
Betnar Inc., 2712 James St., Syracuse, N. Y.	278	Cleaners Hanger Co., 18140 James Couzens Highway, Detroit 35, Mich.	830, 831
Bishop David Freeman Co., 1600 Foster St., Evanston, Ill.	753-755	Cleaners Service Co., 47 Vine St., Cincinnati 2, Ohio	285, 286
	803-805	Cleaning & Laundry Age, 370 Lexington Ave., New York 17, N. Y.	A12

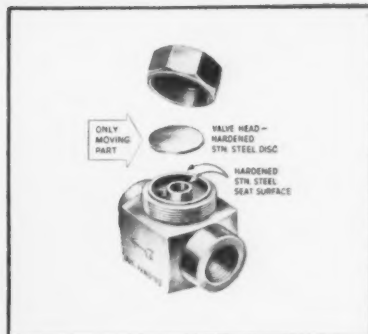
PULL OUT—EXHIBITORS' LIST Continued

EXHIBITOR	BOOTH NO.	EXHIBITOR	BOOTH NO.
Cleaning Laundry World, 10 E. 40th St., New York 21, N. Y.	734, 734A	Henrici Laundry Machinery Co., Henrici St., Mattapan 26, Mass.	106
Clear-View Packaging Co., 8218 Stony Island Ave., Chicago 17, Ill.	685, 686	Hercules Powder Co., Delaware Trust Bldg., Wilmington, Del.	307
Cleaver Brooks Co., 326 E. Keefe Ave., Milwaukee 12, Wis.	219-222	Hild Floor Machine Co., Inc., 1217 W. Washington Blvd., Chicago 6, Ill.	885, 886
Clopay Corp., Sanitex Sales Corp. Div., Clopay Sq., Cincinnati 14, Ohio	152	Hoyt Mfg. Corp., Forge Rd., Westport, Mass.	A21-A23
Colgate-Palmolive Co., 300 Park Ave., New York 22, N. Y.	676	Huebisch Mfg. Co., 3775 N. Halton St., Milwaukee 1, Wis.	854-856
College Chemical Co., 16 Brooks Park, Medford, Mass.	333	Hydraxtor Co., 3500 W. Touhy Ave., Chicago 45, Ill.	904-906
Collette Service Supply Co., 539 W. 69th St., Chicago, Ill.	931	Identification, Inc., 1736 S. Michigan Ave., Chicago 16, Ill.	255-257
Columbia Boiler Co. of Pottstown, Pottstown, Pa.	735, 736	International Harvester Co., 180 N. Michigan Ave., Chicago 1, Ill.	162-164
Columbia-Southern Chemical Corp., 1 Gateway Center, Pittsburgh 22, Pa.	335, 336	Jayson's, Div. of Jayson Silk Mills, 2144 N. 57th St., Philadelphia 31, Pa.	212-214
Cook Machinery Co., Inc., 4122 Commerce St., Dallas 1, Tex.	362-364	Johns-Manville Sales Corp., 22 E. 40th St., New York 16, N. Y.	878-884
Cowles Chemical Co., 7016 Euclid Ave., Cleveland 3, Ohio	412-414	Johnson Chemical Industries, Inc., 99 Mellor Ave., Baltimore 28, Md.	928
James E. Cox Co., 723 Ponce de Leon Pl., N. E., Atlanta 6, Ga.	535, 536	Johnston Bros., Inc., Ferrysburg, Mich.	857-859
Curtis Mfg. Co., 1905 Kienlen Ave., St. Louis 20, Mo.	127	Keever Starch Co., 538 E. Town St., Columbus 15, Ohio	678
	633	Keyes-Davis Co., 74 14th St., Battle Creek, Mich.	813, 814
Davies-Young Soap Co., Lock Box 995, Dayton 1, Ohio	608, 609	Key-Tag Checking System Co., 6509 Haugh Ave., Cleveland 3, Ohio	657, 658
Detrex Chemical Industries, Inc., P. O. Box 501, Detroit 32, Mich.	571-577	Kisco Boiler & Engineering Co., 2414 DeKalb St., St. Louis 4, Mo.	532
Diamond Alkali Co., 300 Union Commerce Bldg., Cleveland 14, Ohio	621-627	Kling "100" Corp., 2840 N. Birch St., Franklin Park, Ill.	820, 821
Dicalite Div., Great Lakes Carbon Corp., 612 S. Flower St., Los Angeles 17, Calif.	159	H. Kohnstamm & Co., Inc., 83 Park Pl., New York 7, N. Y.	705-707
Dodge Div., Chrysler Corp., 7900 Joseph Campeau, Detroit 31, Mich.	730, 731	Kordite Co., Div. of Tectron, Inc., Main St., Macedon, N. Y.	229-230
Dow Chemical Co., Midland Div., Main St., Midland, Mich.	183-186	Kwik Kover Sales Co., 410 N. Kedzie Ave., Chicago 12, Ill.	528, 529
	233-236		533, 534
	155, 156		277
E. I. du Pont de Nemours & Co., Inc., 1007 Market St., Wilmington 98, Del.	815, 816	W. A. Laidlaw Wire Co., Peoria, Ill.	376A
Edro Corp., P. O. Box 584, New Britain, Conn.	C12, C13	R. Lally Co., 1729 Greenleaf Ave., Chicago 26, Ill.	932
Egan Cotton Mills, Inc., P. O. Box 142, East Point, Ga.	726, 727	W. T. Lane & Bros., Inc., Poughkeepsie, N. Y.	659
Ellis Drier Co., 2444 N. Crawford Ave., Chicago 39, Ill.	A17-A19	Larson Co., 4234 Third Ave., New York 57, N. Y.	A5
Emery Industries, Inc., 4200 Carew Tower, Fifth & Vine Sts., Cincinnati 2, Ohio	869-871	P. M. Lattner Mfg. Co., Box 1710, Cedar Rapids, Iowa	482, 483
Empire Cardboard Corp., 133 Walnut St., Hartford 1, Conn.	C24	Lauder-Matic Age, 40 E. 41st St., New York 17, N. Y.	860A
Essick Mfg. Co., 1950 Santa Fe Ave., Los Angeles 21, Calif.	130	Lever Bros. Co., 390 Park Ave., New York 22, N. Y.	481A
Excelsior Machinery Co., 1452 Randolph St., Detroit 26, Mich.	305, 306	Liberty Marking Tag Co., Inc., 27 Hooper St., Brooklyn 11, N. Y.	682
		Lincoln Bag Co., Inc., 4200 W. Schubert Ave., Chicago 39, Ill.	709, 710
Fablok Mills, Inc., 46 Cordier St., Irvington, N. J.	209	Wm. C. Litwin Co., 107 Prospect S. E., Grand Rapids 3, Mich.	C26
Henry Fisher Replacement Service, P. O. Box 8082, Memphis, Tenn.	A29	Loyal Textile Machinery, Div. of Pitz Foundry, Inc., 288 Scholes St., Brooklyn 6, N. Y.	329, 330
Ford Tank Maintenance Co., Inc., 751 E. 132nd St., Bronx 54, N. Y.	682A		
Forse Corp., 1500 W. Second St., Anderson, Ind.	663-669	MacCarl Co., Inc., 4342 Pearl Rd., Cleveland 9, Ohio	153
	713-719	Magic-Seal Paper Products, P. O. Box 1766, Denver 1, Colo.	780-782
Foster-Stephens, Inc., 310 S. Christiana Ave., Chicago 24, Ill.	A10, A11	Manitowac Cotton Goods Mfg. Co., 909 York St., Manitowac, Wis.	868
Fry Bros. Co., 3600 Cardiff Ave., Cincinnati 9, Ohio	862	Manitowac Engineering Corp., 512 16th St., Manitowac, Wis.	783-786
Fulton Boiler Works, Inc., P. O. Box 122, Pulaski, N. Y.	683, 684	Marion Mfg. Co., Inc., P. O. Box 162, Sta. A., Atlanta, Ga.	331
Fumol Corp., 49-65 Van Dam St., Long Island City 1, N. Y.	579	Marlyn Chemical Co., Inc., Lakeview, Ohio	211
Fur Feel Corp., 238 Eagle St., Brooklyn 22, N. Y.	773	Martin Equipment Co., Div. American Laundry Machinery Co., Ross & Section Aves., Cincinnati 12, Ohio	131-136
		McCleary Bros., Inc., Second & Auction Sts., Memphis 3, Tenn.	580
Garment Finishing Equipment Corp., 18 Brattle St., Cambridge 38, Mass.	513, 514	Meese, Inc., Madison, Ind.	765, 766
Gasway Corp., 6463 N. Ravenswood Ave., Chicago 26, Ill.	679-681	Mehl Mfg. Co., 2057 Reading Rd., Cincinnati 2, Ohio	108-110
Gibraltar Fabrics, Inc., 254 36th St., Brooklyn 32, N. Y.	231, 232	Mercury Cleaning Systems, Inc., 1817 Benson Ave., Evanston, Ill.	806, 807
Glenzip Co., 1426 W. Third St., Cleveland 13, Ohio	C25	Midwest Machinery Co., Box 709, El Reno, Okla.	C8
Bill Glover, Inc., 5204 Truman Rd., Kansas City 27, Mo.	201-204	Miller Laundry Machinery Co., 8341 Lyndon Ave., Detroit 38, Mich.	933
Goldman Pressing Machine Corp., 400 W. Broadway, New York 12, N. Y.	B1, B2	Minneapolis-Honeywell Regulator Co., 2753 Fourth Ave., S., Minneapolis 8, Minn.	A8, A9
A. Goodman & Co., 742-46 E. 75th St., Chicago 19, Ill.	129	Murphy Co., 777 S. King St., Honolulu, Hawaii	779
Gross Machinery Co., Inc., 742 Hertel Ave., Buffalo 16, N. Y.	824-827		
The Guide, 316 Peachtree St., N. E., Atlanta 8, Ga.	359	National Bundle Tyer Co., 318-320 W. Adrian St., Blissfield, Mich.	934
Gustin-Kramer Co., 74-80 Cummington St., Boston 15, Mass.	309	National Cash Register Co., Main & K Sts., Dayton 9, Ohio	728, 729
		National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.	828, 829
Walter Haertel Co., 2840 Fourth Ave., S., Minneapolis 8, Minn.	A14-A16		
Hammond Laundry-Cleaning Machinery Co., Box 1160, Waco, Tex.	113, 114		
Hayssen Mfg. Co., P. O. Box 571, Sheboygan, Wis.	912, 913		
Fritz Henrici, Inc., 20 Maple St., Canton, Mass.	C6		

EXHIBITOR	BOOTH NO.	EXHIBITOR	BOOTH NO.
National Cleaners Chemical Mfg. Co., 2809 W. Lake St., Chicago 12, Ill.	A27	Speare Co., 2235 S. Ford Ave., Chicago 16, Ill.	276
National Combustion Co., Div. Public Service Heat & Power Co., Inc., 101-06 43rd Ave., Corona 68, N. Y.	161	Speed Check Co., Inc., 542 Courtland St., N. E., Atlanta 8, Ga.	C9, C10
National Marking Machine Co., 4026 Cherry St., Cincinnati 23, Ohio	821-823	Speed Queen, Div. of McGraw-Edison Co., Ripon, Wis.	605-607
National Rug Cleaner, 305 E. 45th St., New York 17, N. Y.	828, 829	Stadham Co., Inc., 1825 N. 20th St., Philadelphia 21, Pa.	425
Newhouse Specialty Co., Inc., 3827 San Fernando Rd., Glendale 4, Calif.	324, 325	A. E. Staley Mfg. Co., Box 151, Decatur, Ill.	832
New York Pressing Machinery Corp., 880 Broadway, New York 3, N. Y.	467-469 517-519 907-909	Stamford Chemical Co., Jefferson & Meadow Sts., Stamford, Conn.	832A
W. H. Nicholson & Co., 12 Oregon St., Wilkes-Barre, Pa.	280	Standard Financial Corp., 530 Fifth Ave., New York 36, N. Y.	103
Norman Control Co., Inc., 5454 W. Higgins Ave., Chicago 30, Ill.	B24	Sta-Nu Corp., 4850 W. Belmont Ave., Chicago 41, Ill.	258-260
Nu-Pro Mfg. Co., 2918 Washington Ave., St. Louis 3, Mo.	485, 486	Starchroom Laundry Journal, 305 E. 45th St., New York 17, N. Y.	828, 829
Olin Mathieson Chemical Corp., Mathieson Industrial Chemicals Div., Mathieson Bldg., Baltimore 3, Md.	210	Stauffer Chemical Co., 380 Madison Ave., New York 17, N. Y.	819
Olson Filtration Engineers, Div. of The American Laundry Machinery Co., 5024 Section Ave., Cincinnati 12, Ohio	274, 275 312-319 262-269	Steele Canvas Basket Co., Inc., 199 Concord Turnpike, Cambridge 40, Mass.	279
P & H Industries, Inc., Dorchester House, Dallas, Tex.	708	J. W. Steele & Co., 12th Ave. & Howell St., North Kansas City 16, Mo.	105
Pantex Mfg. Corp., P. O. Box 660, Pawtucket, R. I.	817, 818 562-564 612-614	R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Ill.	A20 375, 376
Para-Lux Products Co., 4158 W. Schubert Ave., Chicago 39, Ill.	711, 712 812	Strike's Laundry Machinery, 1844 Cypress Ave., Los Angeles 65, Calif.	284
Patterson-Kelley Co., Inc., East Stroudsburg, Pa.	326, 327	Stry-Lenkoff Co., 817 E. Market, Louisville 6, Ky.	151, 152
Pellerin Milnor Corp., Jackson St. & Air Line Highway in Kenner, New Orleans 19, La.	B8-B12	Super Laundry Machinery Co., Inc., 1113 W. Cornelia Ave., Chicago 13, Ill.	281-283
Pennsalt Chemicals Corp., 3 Penn Center, Philadelphia 2, Pa.	B7	Superior Laundry Machinery Co., 7001 N. Clark St., Chicago 26, Ill.	933
Per Corp., 295 High St., Orange, N. J.	782A	Surehold Div., Nashua Corp., 44 Franklin St., Nashua, N. H.	867
Philadelphia Quartz Co., Public Ledger Bldg., Philadelphia 6, Pa.	757	Swift & Co., Industrial Soap Dept., Union Stock Yards, Chicago, Ill.	776
Pinnacle Products Corp., 188 Tarrytown Rd., Elmsford, N. Y.	C5	Tagit Co., Inc., 1212 11th St., Rockford, Ill.	332
Piolet Button & Novelty Corp., 2537 Amsterdam Ave., New York 33, N. Y.	763	Textile Marking Machine Co., Inc., 2204 Erie Blvd., E., Syracuse, N. Y.	660-662
Pittsburgh Coat Hanger Co., 59 S. 15th St., Pittsburgh 3, Pa.	462 377-386 427-436	Thompson & Sons, Inc., 8130 W. 47th St., Lyons, Ill.	777
Pittsburgh Tag Co., 1112 Galveston Ave., Pittsburgh 33, Pa.	111, 112	Ticketag Corp., 512-14 N. Wrenn, High Point, N. C.	914
Pittsburgh Waterproof Co., 2537 Penn Ave., Pittsburgh 33, Pa.	179	Tillery Container Corp., 6000 Wilson Ave., Kansas City 23, Mo.	530
Pre-Marked Strip Tag Co., P. O. Box 2430, San Diego, Calif.	929	Time Savers, Inc., 83 Walnut St., Montclair, N. J.	581-583
Practer & Gamble Distributing Co., P. O. Box 599, Cincinnati 1, Ohio	280A	Tingue, Brown & Co., 1765 Carter Ave., New York 57, N. Y.	B15, B16
Prosperity Co., Inc., 125 Marcellus St., Syracuse 4, N. Y.	771, 772	Tops Mothproofing, Inc., 2642 Locust St., St. Louis 3, Mo.	157
Purkett Mfg. Co., 325 E. Third St., Joplin, Mo.	578, 578A 160 627A	Tower Chemicals, Inc., Box 102, Glenshaw, Pa.	910A
Quality Products Co., 5760 W. Grand Ave., Chicago 39, Ill.	261 808, 809	Troy Laundry Machinery Div., American Machine & Metals, Inc., East Moline, Ill.	767-769 817-819
W. Ralston & Co., Inc., Div. Technical Tape Corp., 256 W. Fordham Rd., Bronx, N. Y.	484 C23	Unimac Co., 723 Ponce de Leon Pl., N. E., Atlanta 6, Ga.	125
Rassenfoss Bag Co., Inc., 1904 Grove St., Glenview, Ill.	355-357	Unipress Co., Inc., 2800 Lyndale Ave., S., Minneapolis 8, Minn.	365-369 415-419
Reliable Machine Works, Inc., 238 Eagle St., Brooklyn 22, N. Y.	334	United Brass Works, Inc., 1589 Atlantic Ave., Brooklyn 13, N. Y.	628-630
Resillo Press Pad Co., 6950 N. Central Park Ave., Chicago 45, Ill.	360, 361	Vapor Heating Corp., 80 E. Jackson Blvd., Chicago 4, Ill.	107
Revalite Div., Raybestos-Manhattan, Inc., Manheim, Pa.	217, 218	Vic Mfg. Co., 1313 Hawthorne Ave., Minneapolis 3, Minn.	565-569 615-619
Rodin Bros. Co., 1331 S. Michigan Ave., Chicago, Ill.	935, 936 117	Wallerstein Co., Inc., 180 Madison Ave., New York 16, N. Y.	208
Rosenthal Mfg. Co., 5033 N. Kedzie Ave., Chicago 25, Ill.	512	Warco Laboratories, 13609 S. Normandie Ave., Gardena, Calif.	515-516
F. H. Ross & Co., 1649 W. Morehead St., Charlotte 1, N. C.	478, 479	Washex Machinery Corp., 192 Banker St., Brooklyn 22, N. Y.	584-586 634-636
Sak-Rak Co., 601 Cole Ave., Monroe, La.		A. C. Weber & Co., Inc., 216 N. Canal St., Chicago 6, Ill.	910
Sales Select Co., 70 Allen St., Hartford, Conn.		Western Laundry Machinery Co., 420 E. 10th St., North Kansas City 16, Mo.	758-762
Fred H. Schaub Engineering Co., 2110 S. Marshall Blvd., Chicago 23, Ill.		Whitehouse Nylon Products, 360 Furman St., Brooklyn 1, N. Y.	310, 311
Morey Seldin Machinery Corp., 5999 E. 56th St., Indianapolis, Ind.		White Machine Co., Inc., 14th St. & Lafayette Ave., Kenilworth, N. J.	B3-B6
Shields Engineering & Mfg. Co., 277 E. 156th St., Cleveland 10, Ohio		Wichita Precision Tool Co., Inc., 450 N. Seneca St., Wichita 12, Kans.	463-466
Small Equipment Co., Div. of The American Laundry Machinery Co., 5010 Section Ave., Cincinnati 12, Ohio		Willco Sales Co., 2918 Southwest Blvd., Kansas City, Mo.	334
A. O. Smith Corp., Permaglas Div., 147 S. Indiana Ave., Kankakee, Ill.		A. L. Wilson Chemical Co., 38 Passaic Ave., Kearny, N. J.	358
T. I. Smith Co., 2835 N. 32nd St., Milwaukee 1, Wis.		Wright Mfg. Co., 2902 W. Thomas Rd., Phoenix, Ariz.	A30
X. S. Smith, Inc., Box 272, Red Bank, N. J.		Wyandotte Chemicals Corp., Biddle St., Wyandotte, Mich.	610, 611
Southern Mills, Inc., 585 Wells St., S. W., Atlanta, Ga.		Yarbrough Supply Co., Inc., 2610 Charlotte Ave., Nashville, Tenn.	126
		Zeidler Mfg. Co., Inc., 633 Concord Ave., Mamaroneck, N. Y.	775
		Sam Zeoli, Inc., 705 Second Ave., New York 16, N. Y.	100
		Zimmerman Products, 2519 Burnet Ave., Cincinnati, Ohio	A1, A2
		Zuckerberg Co., 87 Franklin St., New York 13, N. Y.	158 677



Mr. Gruchawka, Pilgrim plant engineer, making temperature test on 6-roll flatwork ironer to determine the effect of good and poor steam chest drainage on performance of ironer and operators.



This is the Sarco Thermo-Dynamic — simplest and sturdiest steam trap made.

Assures rapid, complete discharge of air and condensate. Doesn't blow steam. Self-adjusting — only one large capacity seat for each size — for all pressures. Practically eliminates maintenance. Many other advantages.

How Pilgrim Laundry Boosted Ironer Output 9.8%

WHEN, TWO YEARS AGO, Mr. Peter Gruchawka joined Pilgrim Laundry, Brooklyn, N.Y., as plant engineer, 6-roll flatwork ironers and other steam ironing equipment were being drained by gravity. This system had been in use for many years with more than adequate results, but present-day materials and construction of goods brought drying demands that were far greater than it could supply. Hence, output of satisfactory finished work had been reduced. To bring this back to top performance was the task handed to the plant engineer.

It wasn't difficult to put his finger on the trouble. He knew that air and condensate should be discharged immediately and continuously. Otherwise this air and water would present a barrier to heat transfer, resulting in inadequate and uneven temperatures for ironing surfaces.

Mr. Gruchawka was sure that the use of steam traps to drain this equipment would result in greatly improved ironer performance. However — how great would the improvement be? And what type of steam trap would do the best job? He decided to find out. The exacting tests took a year.

Gravity drainage not adequate

Mr. Gruchawka's tests revealed that gravity draining was definitely not adequate to maintain temperature needs for drying modern goods. His flatwork ironer rolls were showing a drop in surface heat of 45° F below inlet steam temperature.

Secondly, Mr. Gruchawka proved conclusively that the type of steam trap

used does make a big difference. The bucket traps tested failed to keep the steam chests free of air and condensate and required frequent maintenance.

Right steam traps essential

On the other hand, the Sarco Thermo-Dynamic steam traps tested effected immediate and complete discharge of all air and condensate. As a result, chest temperatures were held high and even, under all operating conditions, including heaviest loads. No maintenance was required.

Improvement in ironer efficiency was so great that Pilgrim Laundry authorized Mr. Gruchawka to equip all seven of their 6-roll flatwork ironers with Sarco Thermo-Dynamic steam traps. Here are the results after one year of constant 8-hour-per-day operation.

What laundry wouldn't like to achieve these savings?

1. Re-runs reduced to absolute minimum—now no sheets come out damp.

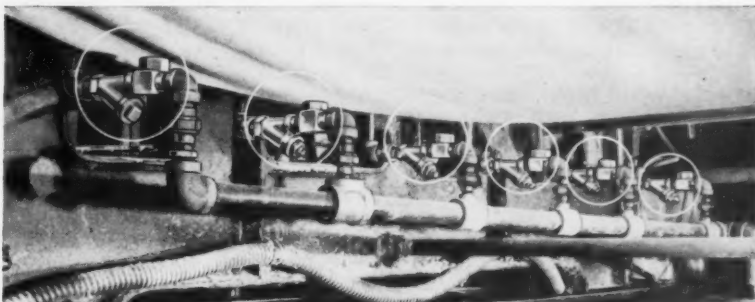
2. Ironed sheets turned out at maximum speed of the best operator.
3. 9.8% increase in output of finished flatwork.
4. No service interruptions. No shutdowns for maintenance, repair or replacement.
5. Damage claims reduced to zero.
6. Boiler fuel oil consumption considerably cut down.

In view of the above, Pilgrim standardized on Sarco Thermo-Dynamic steam traps throughout their plant.

60 DAY TRIAL CONVINCES . . . no cost or obligation to you.

Write direct to us or contact your supply house and obtain a 3/8" Sarco TD steam trap and strainer for 60-day trial. No obligation is involved. You buy the Sarco TD and strainer only if completely satisfied.

SARCO COMPANY, INC.
635 Madison Ave., New York 22, N. Y.



Each steam chest of 6-roll flatwork ironer is drained and vented by Sarco TD trap, preceded by strainer. Inlet temperature is 335°F at 95 psig. Surface temperature is held to 330° — 40° higher than before TD installation.

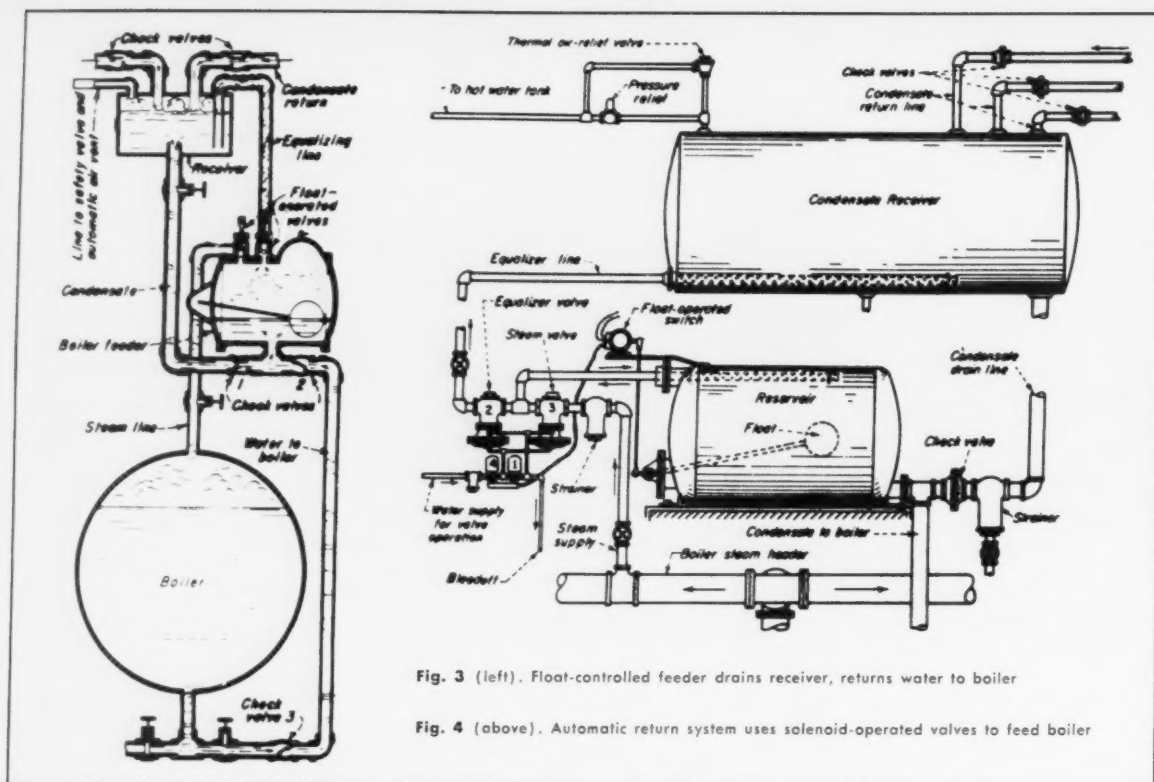


Fig. 3 (left). Float-controlled feeder drains receiver, returns water to boiler

Fig. 4 (above). Automatic return system uses solenoid-operated valves to feed boiler

Continued from page 64
to a lower pressure than it had within the return lines. Such devices may be put to a special use. For example, the deaerator uses this returning condensate and flash steam to raise the temperature of the boiler feedwater enough so dissolved, corrosive gases can be driven out of the boiler cycle.

The closed method for condensate return employs float-actuated and tilting return traps, static-pressure units, continuous deaerators, pressure pumps and vacuum pumps. Some of these will be discussed later.

For the moment, let us look a little closer at the Adelman cycle. The flat-work ironers, presses, the handkerchief ironers all return their condensate direct to the boilers. But an accumulator stands in the path of this returning condensate. It is a pressure vessel which acts in conjunction with a number of feeders or special metering units. These special units, stainless-steel rods with a calculated bore or hole diameter, serve as orifices to speed up the discharged steam, air and condensate on their way to the accumulator. The speed of flow through these orifices is set so upstream steam-using equipment cannot divert steam flow from a downstream user. All metering units discharge to a common manifold for delivery to the accumulator.

This manifold is so pitched that condensate can flow by gravity to the accumulator. A float valve in the accumulator permits condensate to build up to about one-third the tank's volume. Any more than this and the float valve opens to discharge the excess to a return line back to the boiler room at a temperature equivalent to the steam pressure on the accumulator. The upper two-thirds of the accumulator fills up with steam and air carried out in the discharge from the metering units. The pressure of this mixture amounts to almost the same as the pressure supplied to the tumblers. The only difference is the small pressure loss through the tumblers, the metering units and the manifold.

The steam stored above the liquid level in the accumulator is then piped to a group of equipment. The steam requirements of this equipment meet a calculated quantity that assures continuous flow through the circuit.

An outstanding feature of these accumulators makes it possible to pump the relatively cold condensate during warm-up directly to the flash tank for proper heating in the deaerator. Once pressure is established within the accumulator, the specially designed liquid level control takes over to have the same pump deliver warm condensate directly to the boiler. This same sequence occurs at the end of the day.

Special jet pump

A second closed cycle design employs a special jet pump known by its manufacturer as the C-B unit (Fig. 1). This jet pump maintains a continuous pumping action on the return line as it actuates to lower return line pressure to the exact temperature of the liquid. The return line is maintained "dry" and partially vaporized at this pressure, which is close to that of the steam used on the equipment being drained.

There is no high-pressure drop across the trap orifices—and flashing there is practically eliminated. This back pressure against the trap valve holds it open constantly in the presence of any liquid in the trap body. Hence the trap becomes a modulating valve that remains open in direct relation to the exact condensing rate.

Condensate, gases and air flow freely toward the jet pump the instant they are released by condensation. Heat-transfer surfaces are freed of condensate film; condensing chambers are cleared of gases and air. The act of condensing cannot lower the pressure-temperature head appreciably, even under heavy heat transfer, because there no longer exists a high-pressure drop either across the trap orifice or in the entire circuit.

The C-B unit separates and dis-

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*- which do you consider
most important?*



- 1** DELIVERS UP TO 44% MORE SOFT WATER. The ingenious "Double-Check" manifold system permits a *deeper* zeolite bed, which delivers as much as 44% more soft water than water softeners of conventional design and equal size. No stretching your supply to the danger point!
- 2** ZEOLITE LOSS PREVENTED. "Double-Check" manifold also prevents loss of expensive zeolite during backwash period. A *real* money saver, with zeolite costs as they are!
- 3** REQUIRES LESS SPACE. To deliver a soft water output to equal Elgin's, *any* other water softener would have to be 44% bigger. Elgin lets you take advantage of limited space!
- 4** BETTER BACKWASHING. "Double-Check" design provides better, more thorough backwashing which keeps zeolite clean, active and more receptive to salt regeneration. This assures peak operation year after year!
- 5** LOWER OPERATING COSTS. Better service means lower costs in the long run! With cleaner, more active zeolite, regeneration takes less salt and wash water.
- 6** LOWER MAINTENANCE COSTS. Heavy duty construction throughout offers you greater permanence with an Elgin Water Softener. Combine that with the zeolite-saving, more efficient "Double-Check" manifold system, and you get lower overall maintenance costs and added years of service!
- 7** MORE ECONOMICAL TO BUY. Even though the Elgin Water Softener provides all these outstanding features, when you figure cost per thousand gallons of soft water delivered, lower maintenance cost and time saved, you'll find it your most economical buy.

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charges air and gases from the condensate automatically to the atmosphere. In the same motion it continuously discharges the condensate containing its sensible heat back to the boiler or makeup system at close to steam temperature. This reduces steam cost.

There are, of course, still other methods.

Float and tilting traps

Float-actuated return traps and tilting traps (Fig. 2) can be connected directly to each piece of equipment in place of a separating trap. Or separating traps from several machines can discharge into a receiver drained by the return trap. In operation, condensate flows to the trap by gravity. One of two valves vents the trap to the atmosphere or to the vessel being drained. The other valve admits boiler steam pressure when needed. After the trap fills, float or tilting movement snaps the vent valve closed and the steam valve open. With boiler pressure above the condensate it flows into the boiler by gravity.

In one system, condensate is removed from heating equipment by separating traps, and sent to a common receiver drained by the return

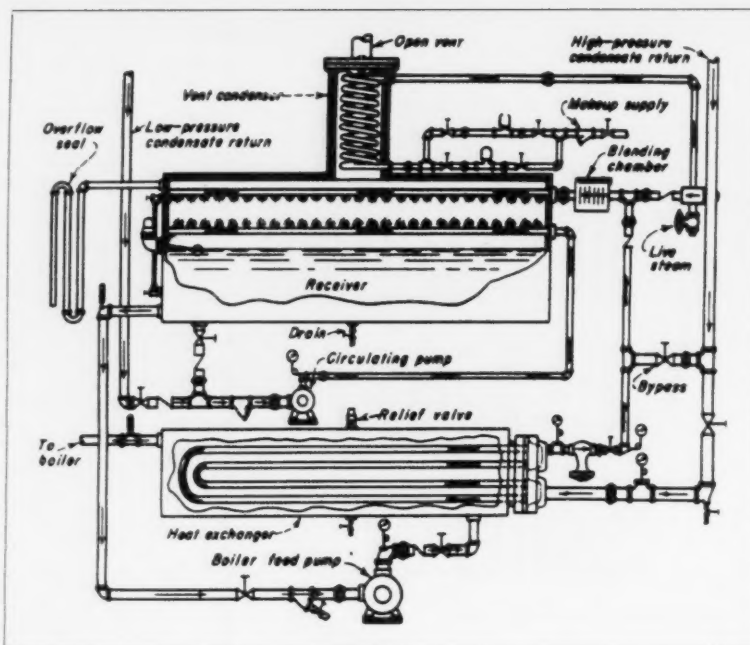


Fig. 5. Complete heat-reclaimer system prevents flash loss, and deaerates and heats the boiler's feedwater

trap. If separating-trap discharge pressure is high enough, the receiver and return trap unit can be mounted above

the boiler. For low-pressure return systems where the receiver must mount below the boiler, condensate is



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We are now building in quantity and stocking a number of standard size Inversand Zeolite Water Softeners. These popular water softeners are available at low prices and

convenient terms. They are the latest design, fully guaranteed, and we feel A GOOD BUY at this time.

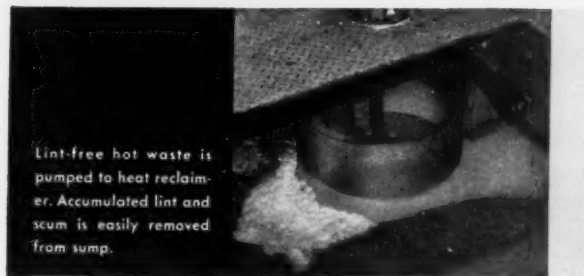
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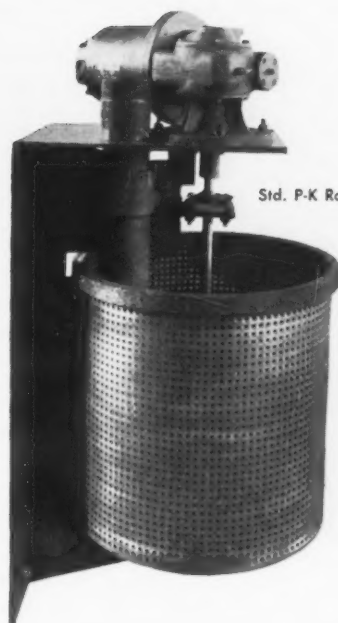
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Std. P-K Roto-Screen

The obvious way to avoid tube stoppage in a closed-type heat reclaimer is not to let lint or soap curds enter the tubes. And that's exactly what a P-K Roto-Screen does for P-K Heat Reclaimers.

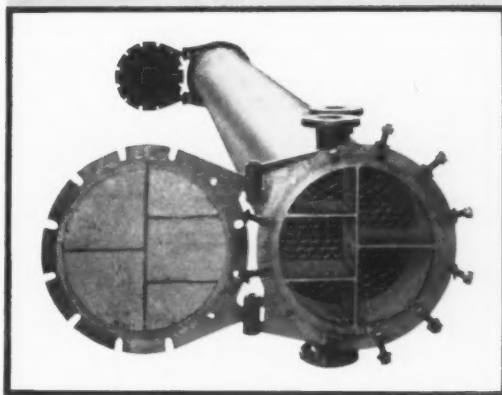
A perforated cylindrical basket, installed in the sump pit, revolves at a speed sufficient to keep its outer surface clean of accumulations of lint and waste. In addition, to offset pump suction or surge, the surface is scraped clean at each revolution by a fixed stainless steel knife. The pump suction line is inside the basket and supplies only screened waste water to the pump itself and to the reclaimer tubes.

But this is not all. If the sump tank should surge and overflow the Roto-Screen, the P-K closed-type reclaimer is fitted at both ends with quick-opening doors that permit immediate access to the tubes for inspection. Add to this a generous heating surface to take care of accidental fouling and you can understand why users report "Six months after installation, reclaimer doors were opened for inspection revealing no trace of line or accumulation".

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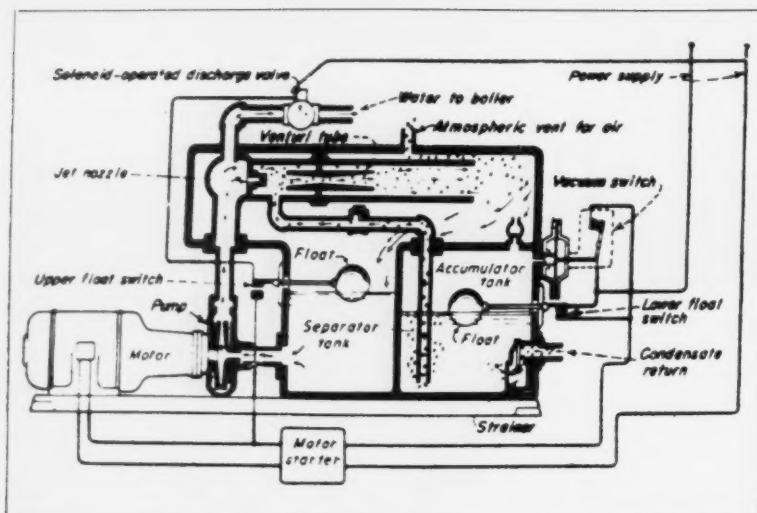


Fig. 6. Vacuum-pump unit consists of a centrifugal pump which circulates water through a jet nozzle to induce air and condensate flow into accumulator

elevated by one return trap to another mounted above the boiler. A return trap consumes a trap full of live steam each time it operates.

Another method, with or without individual separating traps, maintains a closed circuit and returns condensate to the boiler without flash loss. Here the receiver is located low enough so pressure equalization between returns can be compensated for by allowing each return to build up a balancing head of condensate against check valves installed at the receiver. Check valves also prevent reverse flow of high-pressure steam used for emptying the vessel.

The system in Fig. 3 takes care of process units above boiler elevation or where return-line pressure is high enough to raise condensate above the boiler. Condensate drains to the receiver, which is fitted with an automatic air release and safety valve.

In the filling operation condensate

enters the receiver, and flows down through the first check valve and into the boiler feeder. When the feeder fills, its float admits boiler steam pressure and the condensate flows by gravity through the second and third check valves into the boiler. Reverse action of the float shuts off the steam and opens the equalizing-line valve. Steam remaining in the feeder flows up and under the water in the receiver.

The device can handle condensate at any temperature without flash loss because the system vent opens only to discharge air. Where return-line pressures are low a second unit must be used to elevate the condensate to boiler feeder.

When the float in Fig. 4 is in the lower position, solenoid valve 1 is open, bleeding pressure from diaphragm chambers to open valve 2 and close 3. This equalizes the pressure between receiver and reservoir, and con-

densate flows into the reservoir. When the float reaches its upper position, solenoid valve 1 closes and 4 opens. The latter admits pressure to close diaphragm valve 2 and open 3, which puts live-steam pressure into the reservoir. Condensate then flows to the boiler by gravity without flash loss.

The heat-reclaimer system (Fig. 5) eliminates flash loss and also deaerates the feedwater. Low-pressure returns blend with storage water at the circulating pump, feeding the lower spray manifold in the receiver. Water from these nozzles, being cooler, helps condense steam vapor discharged from upper nozzles. An overflow seal on the receiver assures that vapor and air must pass through the vent condenser.

High-pressure returns flow through the heat-exchanger tubes to heat the boiler feedwater before they continue on to the blending chamber. Here the condensate mixes with incoming makeup. If the mixture temperature is too low, a temperature-regulating valve admits live steam to the mixing chamber. The heated mixture then enters the upper spray manifold where it is atomized and deaerated. The boiler-feed pump takes water from the receiver when needed.

The vacuum pump (Fig. 6) circulates water from the separator tank through a jet nozzle and venturi tube to remove condensate and air from the accumulator tank. Excess water flows out the discharge line to the boiler; an open vent releases air and any flash steam.

Units such as this serve mostly on building heating systems, and because return lines are bare, condensate generally cools below flash point before entering the accumulator tank. Heat loss, therefore, serves a useful purpose. But it is false economy, when high-pressure traps discharge into a vacuum system, to inject unneeded cold water to condense the flash steam and maintain a vacuum. □□

Peter Pano Joins LSA



Appointment of Peter V. Pano to the executive staff of the Linen Supply Association of America, Chicago, has been announced by Samuel B. Shapiro, secretary of the Association. Mr. Pano will assume the newly created position of production and management engineer.

Mr. Pano was formerly employed as assistant to the general manager of the Chicago Stock Yards Turbo-Refrigerating Company. Be-

fore this, he was associated with the Westinghouse Electric Corporation, Sturtevant Division, Chicago.

Mr. Pano was graduated from Northwestern University with a B.S. degree in industrial management. He also holds an associate degree in electrical engineering from Lincoln Technical Institute.

Mr. Pano's duties with the Association will include documentation of unique processing, layout and management techniques. These will be organized to form an "idea pool" for use by the members of the LSA.

Housekeeping Conference Planned

The Council on Physical Plant of the New Jersey Hospital Association will hold a one-day institute in Asbury Park, N. J., March 27. Speakers will discuss maintenance, housekeeping and laundry operations.



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Laundry News Notes



WATERTOWN, S. D.—Wallace Longstreet, manager of Star Laundry and Dry

Cleaning, and John Maloney are owners of U Wash and Dry, a coin-operated laundry, which was scheduled for opening recently. Mr. Longstreet has operated Star Laundry since 1945.

EDMONTON, ALTA., CAN.—Officials of Alberta Launderers & Dry Cleaners Ltd. are seeking a development permit from the city to cover a proposed extension to its plant at 142nd St. and 108th Ave., it was reported recently.



LA CANADA, CALIF.—Williams Village Laundromat and Veach Village Cleaners, located in the La Canada Village Shopping Center, 2141 Foothill Blvd., have been joined by an arcade and will be operated as Blue Seal Launderers & Dry Cleaners. Blue Seal is the trademark for thirty different operations although some retain individual names.

HARLINGEN, TEX.—Coin-O-Matic Laundromat was scheduled to hold its grand opening recently. The establishment, owned by W. H. Conley, is located in the Crown Heights Shopping Center.

BOWIE, TEX.—Mr. and Mrs. Al Cure have moved their laundry from 415 E. Pecan to a remodeled building at the rear of their home at 402 E. Tarrant St.

CHINO, CALIF.—A new coin-operated laundry, proposed by F. W. Rhodhouse, to be established at Riverside and 11th, has been approved by the planning commission.

SUNNYVALE, CALIF.—Fremont Laundry and Cleaners has opened another outlet, at 562 Murphy St.

TUCUMCARI, N. M.—Prizes were awarded at the formal opening held recently at Econ-O-Wash, coin-operated laundry, located at 820 S. Adams St.

LAREDO, TEX.—Rene Gonzalez has opened a new coin-operated laundry at 2606 Meadow.



SILVER SPRING, MD.—Morningside Laundry, 8220 Georgia Ave., has added a storage vault.

COVINGTON, VA.—Gordon Wiley Raikes has purchased Ayers Laundry and Cleaners, it has been announced by R. L. Ayers. Mr. Raikes will operate the establishment under the same name. Mr.

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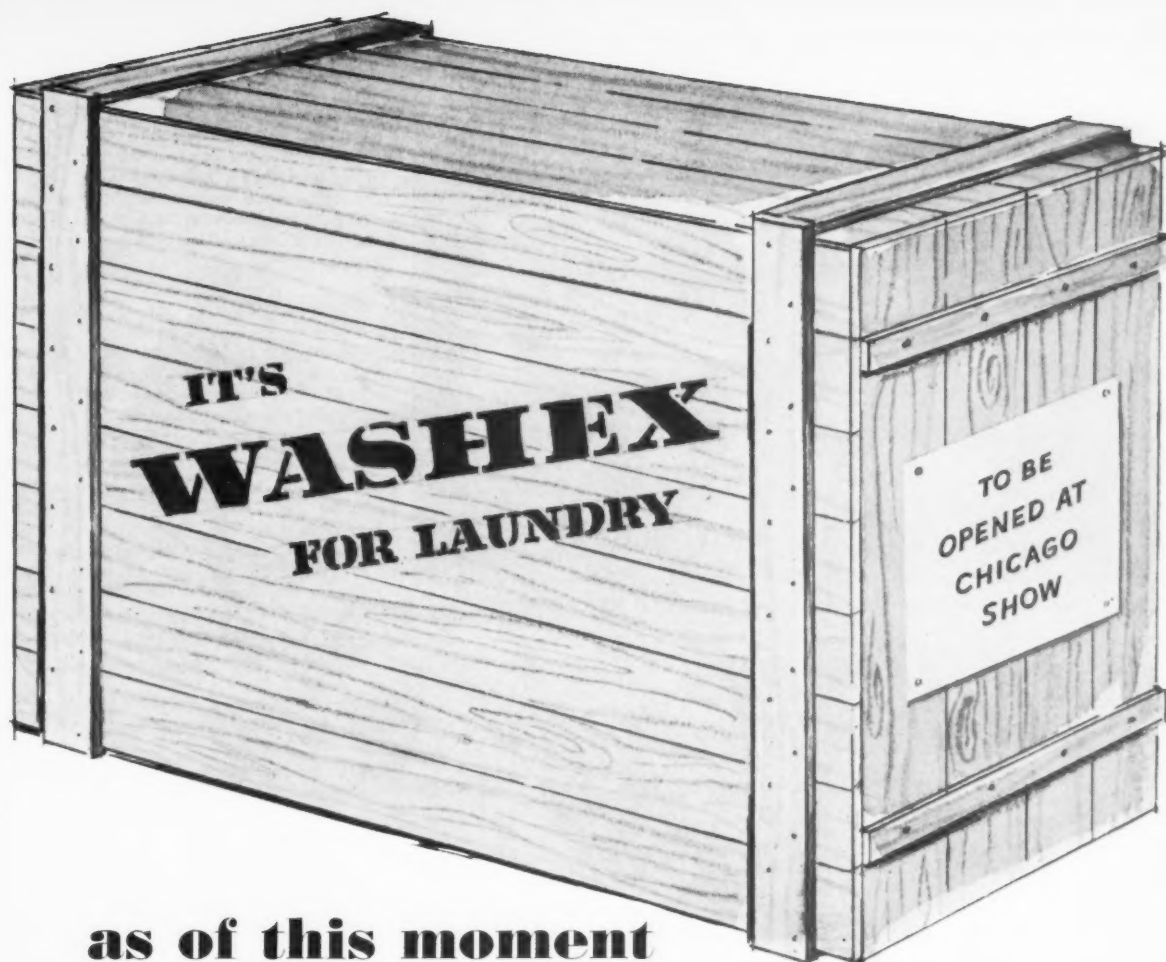
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Bill Tingue*



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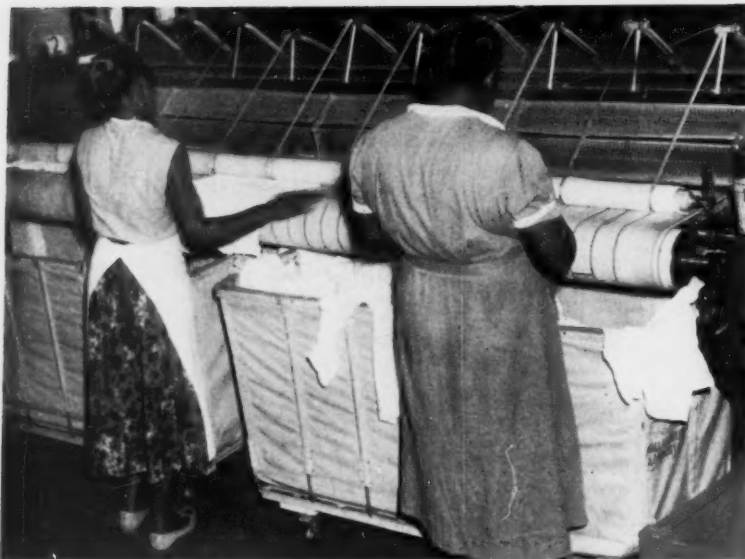
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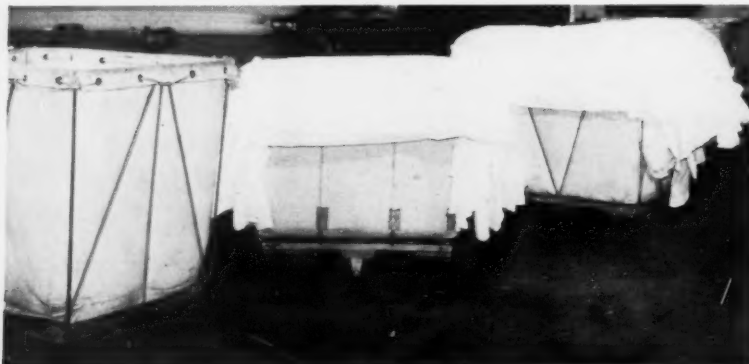
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Top: Shamrock No. 19F Flat-Work Ironer Trucks in use at a large metropolitan laundry.

Below: Shamrock No. 22N Extractor Trucks and No. 19 Trucks are used here for shake-out work beside flat-work ironers, and for general utility.

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and Mrs. Ayers will continue to operate Ayers Rug and Carpet Mart.

MORGANTOWN, N. C.—Martin McConnell has been elected president of the North Carolina Association of Institutional Laundry Managers. Also elected to office were Hubert Stephens of Raleigh, vice-president, and C. C. Todd of Rex Hospital, Raleigh, secretary-treasurer.

BATON ROUGE, LA.—Articles of incorporation have been filed by Duke's Commercial Laundry, Inc., 8181 Airline Highway, by B. Shirley Duke, president; J. H. Powe, vice-president, and Shirley J. Duke, secretary-treasurer.

ORLANDO, FLA.—Elizabeth J. St. Louis and Marlene Legge have established Tidy Diddy Diaper Service, 627 Virginia Dr. Miss St. Louis had been general manager of a diaper service firm in Miami for the past 10 years. Miss Legge, employed by the same firm for the past three years, was sales representative and regional branch manager at Fort Lauderdale.



PORTLAND, ME.—Universal Laundry, Inc., and E. L. Watkins Co. have consolidated their operations, it was announced recently by Walter L. Spallholz, former president of Universal, and Melvin H. Watkins, former president of E. L. Watkins. Mr. Spallholz will head the combined operations, which will operate under the name of Universal-Watkins. Mr. Watkins will head the drycleaning division. The two firms will continue to operate a total of 11 branch stores in Greater Portland and Biddeford. They will also continue the 16 family routes and 7 commercial and linen routes.

TORONTO, ONT., CAN.—L. M. Smith, president of Toilet Laundries (Ontario) Ltd., has announced the appointment of Wesley A. Starke as vice-president and managing director of the firm. Mr. Starke is also president of the Eastern Canadian Laundry & Dry Cleaning Association and vice-president of the Toronto Linen Supply Association.

NEW YORK, N. Y.—Samuel L. Goldstein, transportation superintendent of Consolidated Laundries Corporation's fleet of over 700 delivery vehicles, has been elected president of the Motor Maintenance Club of New York, Inc.

SPRINGFIELD, MASS.—Mrs. Harry Samble, treasurer of Belmont Laundry, recently observed 50 years of service with the firm. The laundry was founded

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Colgate Formula 40

- ★ For better hot-water washing of white work and fast-colored goods!
- ★ Real economy! Gives cleaner finished work with less detergent, less work for washman!
- ★ Better sudsibility—quicker rinsing! Improved quality of work builds repeat business!
- ★ Handy to use, saves waste! Use direct to the wheel!

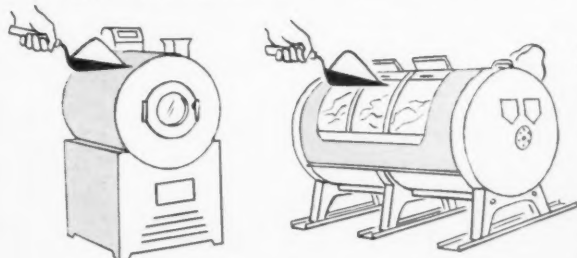


You'll turn out top-quality finished work—win more satisfied customers—with Colgate Formula 40! Specially designed for hot-water washing, this excellent detergent gives outstanding results.

Because it has a high soap content—plus selected alkalies blended for greatest detergency—you actually use less detergent per 100 pounds of goods in the wheel! Try this economical, efficient detergent today!

**Ready To Use!
Out of the
Container ...
Into the Washer!**

**NO MATTER WHAT EQUIPMENT YOU USE, COLGATE FORMULA 40
GIVES YOU BETTER WASHES—AT LOWER COST!**



**It's
Colgate
Guaranteed!**



Available in
140-lb. bags

and
225-lb. drums.



COLGATE-PALMOLIVE COMPANY

300 Park Avenue, New York 22, N. Y. • Atlanta 5, Ga. • Chicago 11, Ill. • Kansas City 5, Kans. • Berkeley 10, Calif.

NOW! KEY-TAG GOES FULL IDENTIFICATION!

100% foolproof
mechanical check
—not just on nets
but on everything!
from marking table
to wrapping table!
keeps every bundle
on schedule—always!



THE KEY-TAG LOT CONTROL SYSTEM

Worked out in cooperation with one of the nation's largest laundry operators! Key-Tag's famous mechanical check combined with the best of the pin-and-net method in a brand new system that plugs every loophole! A complete "package" for every laundry. Handles every possible piece from every bundle just as it comes—automatically!

★ PREVIEW

SHOWING AT
A.I.L. CONVENTION
CHICAGO—FEB. 26-MARCH 2
BOOTH B20-21

- ★ Cut identification employees up to 40%
- ★ Use low-cost unskilled labor
- ★ Train mark-in girls in four hours
- ★ No losses, No mixups, No late deliveries
- ★ System needs no supplies, no maintenance
- ★ Full nets always—for full profits
- ★ Absolutely eliminates human error!

THE KEY-TAG CHECKING SYSTEM CO.

6509 HOUGH AVENUE • CLEVELAND 3, OHIO

by Mrs. Samble and the late Harry Samble at its present location on Belmont Ave. Harry Samble, Jr., is president of the establishment.

NORTHAMPTON, MASS.—William R. Frenier has been granted a permit to construct an addition to the Sanitary Laundry building, 304 Pleasant St., at an estimated cost of \$4,800. The one-story cement-block addition will have a 25-foot frontage on Pleasant St. and will run back 35 feet.

AUBURN, N. Y.—An open house was held at Troy Launderers and Dry Cleaners, 25 Wall St., to celebrate completion of its renovation program.

CLIFTON, N. J.—Dillon Laundry Service, 404 Getty Ave., was granted front and side yard variances for the construction of an addition to its building.

NEW YORK, N. Y.—Murray Cohen, president of Consolidated Laundries Corp., has announced the appointment of Samuel L. Sternberg as director of sales promotion. This new position has been established because of the increased growth of the company's Linen Supply Division, according to Mr. Cohen.

EAST BRUNSWICK, N. J.—Wash-A-Rama, coin-operated laundry, has been opened in the Grand Union Shopping Center on Route 18.



INDIANAPOLIS, IND.—Walter H. Montgomery has been elected chairman of the board of directors of Crown Laundry & Dry Cleaning Co. F. Elbert Glass has been elected president and Kenneth R. Badger will continue as secretary-treasurer. Mr. Montgomery, who has been president of the company for 44 years, will remain in a consulting capacity. Mr. Glass joined Crown in 1926 and has served as director of sales and advertising, manager of drycleaning and rug cleaning divisions, vice-president and a member of the board.

CHICAGO, ILL.—The Chicago Laundry Owners Association will sponsor the Victor D. Oakley Management-Sales Clinic the weeks of March 17 and 24. The first week will be for the North Side group and the second week for the South Side group.

ROCK ISLAND, ILL.—Crescent Laundry and Cleaners of Davenport has opened Coin-Operated Launderette in a completely remodeled building at 628 12th St.

MURPHYSBORO, ILL.—New shirt finishing equipment has been added in Todd's Laundromat, 601 Walnut St. The establishment, which was started as a self-service laundry by Mr. and Mrs. Gilbert Todd eight years ago, was turned into a commercial laundry and drycleaning plant two years later.

FRANDOR, MICH.—Arthur J. Powers and Robert C. Kirkpatrick have leased space in the Frandor Shopping Center for the establishment of a coin-operated laundry. The partners operate similar outlets throughout Michigan and in Ohio.

CHICAGO, ILL.—A laundry is planned for the new \$20,000,000 Lake Calumet Center to be constructed in the near future, it was announced recently.

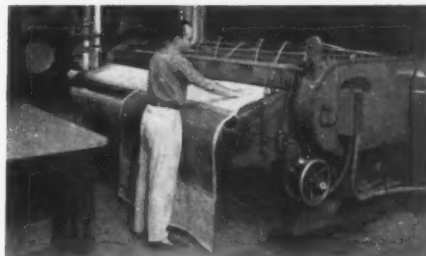
ST. CLOUD, MINN.—Sud-Ur-Duds has purchased Tidy-Didy Diaper Service from Mr. and Mrs. Earl Cariveau. The service will be operated by Arthur Gerber.

OAK LAWN, ILL.—New equipment has been ordered at Sparkl Drive-In Laundry and Dry Cleaners.

A NEW RESILLO DEVELOPMENT

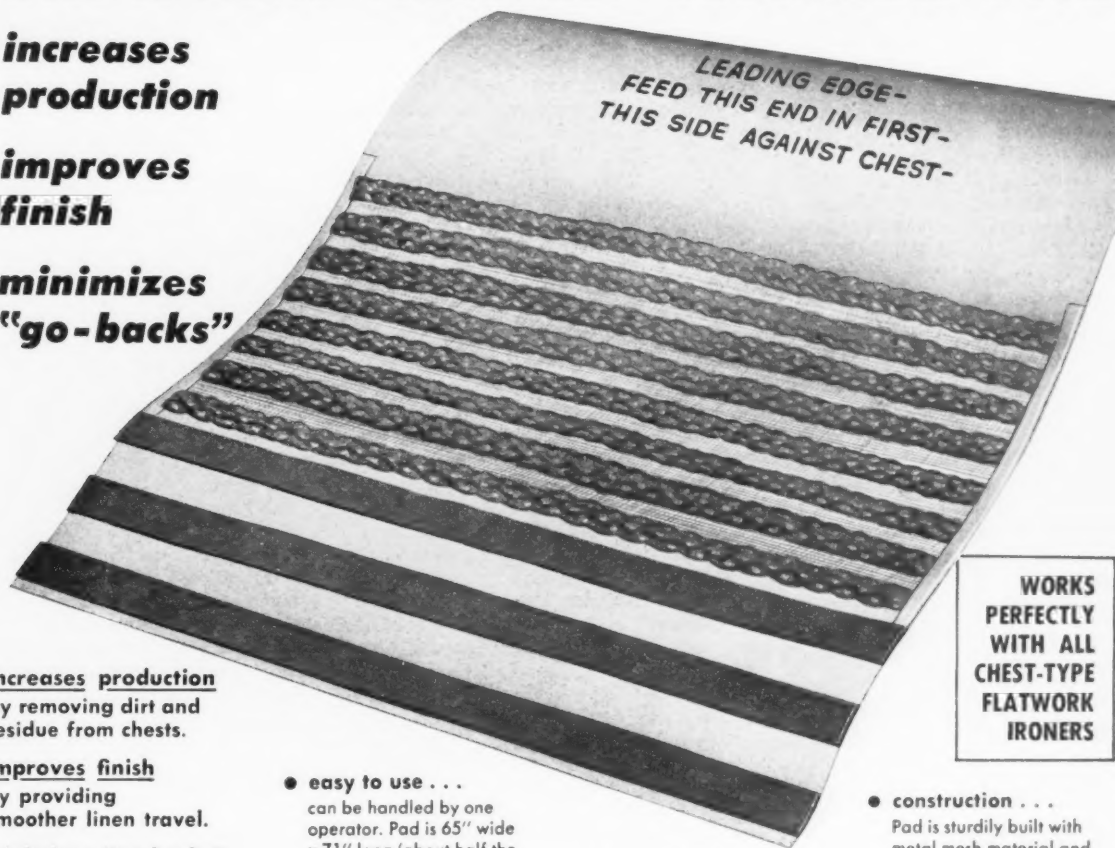
Resillo

KLEENO-PAD



FLATWORK IRONER CLEANER PAD

- **increases production**
- **improves finish**
- **minimizes "go-backs"**



**WORKS
PERFECTLY
WITH ALL
CHEST-TYPE
FLATWORK
IRONERS**

- **increases production**
by removing dirt and residue from chests.
- **improves finish**
by providing smoother linen travel.
- **minimizes "go-backs"**
by eliminating staining and buckling caused by dirty chests.

- **easy to use . . .**
can be handled by one operator. Pad is 65" wide x 71" long (about half the width of average ironer.) Simply run Pad through one-half of ironer first, then through other half.

- **economical . . .**
Based on normal use, Pad will serve perfectly for many months.

- **construction . . .**
Pad is sturdily built with metal mesh material and plasticised-treated asbestos material, combined with abrasives for perfect cleaning action.

**Kleeno-Pads are now available at your authorized Resillo Jobber.
CONTACT HIM TODAY!**



Resillo

WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF METAL

PRESS PADS

RESILLO PRESS PAD CO. • 6950 N. CENTRAL PARK AVE. • CHICAGO 45, ILL.

Be sure to stop at Resillo Booths 578 and 578A, A.I.L. Show, Chicago, Feb. 26—March 2.

14 Firms Underwrite Research

November report to members of California Laundry & Linen Supply Association notes project progress

PLANS FOR ENGAGING the services of Stanford Research Institute of Palo Alto to develop an automated laundering machine capable of washing, extracting, conditioning, shaking, feeding, ironing and folding flatwork at a speed of at least 100 feet per minute are progressing rapidly at this time.

According to a report made by Committeeman Jack Bariteau to the board of directors recently, the committee has studied the SRI proposal thoroughly, and it is expected that work will be under way shortly.

The proposal embraces three phases of study: (1) basic research to find out how washing actually works, (2) development of a new washing method to launder continuously in one minute or thereabouts, and (3) to design and construct a prototype machine which would actually accomplish the goal of complete laundering on a high speed basis. With a 100 percent record of doing what it sets out to do, SRI does not take any job it is not fairly sure it can satisfactorily accomplish.

Funds coming in

Financing of the project, expected to take some \$372,000 over three years, is progressing rapidly. A non-profit corporation, the All-American Research Foundation, has been set up in Portland, Oregon, under the Oregon state laws. Shares in the corporation are offered at a minimum of \$600 per firm with a maximum of \$10,000 per firm, so that no major shareholders will exist. Membership is limited to laundry and linen supply operators, with no allied trades firms permitted. Because of the nonprofit nature of the corporation, all funds are tax-deductible.

Fourteen firms nationally have already subscribed more than half the funds needed, and sufficient capital is now on hand to start the contract with SRI. In short, the dream is fast becoming reality!

Meanwhile Frank G. Steiner, president of the American Linen Supply, Chicago, has informed the committee

that the Steiner Sales Company, a division of American Linen, has been working on a similar machine for some time, and has already perfected a small model to wash towels on a continuous basis. According to Steiner, this machine washes towels, carrying them through on wire aprons, extracts them through high-pressure wringer rolls, and feeds them into the flatwork ironer in one operation. He states that comparison tests on washing show that the new machine does a better job in 3 minutes than conventional 40-minute washing! The new method is, says Mr. Steiner, a "complete success from every angle—steam, water, supplies, labor and speed."

Through the courtesy of American Linen Supply, members are now investigating this new machine and engaging in tests of its performance. It is felt by the Research Foundation that American is to be highly commended for its work in this field. On the other hand, apparently this machine utilizes methods and supplies currently in normal use, being basically a mechanical adaptation of normal washing methods. It is believed that the SRI proposal offers the chance of a complete break with conventional methods and that this research should be instigated side by side with the American Linen developments.

It's Off the Ground!

JANUARY 12 — Stanford Research Institute has undertaken the research and development phase of the laundry automation project sponsored by the All-American Research Foundation of Portland.

The project is directed toward replacing present "batch" washing methods by a continuous automatic process in which items are washed and dried individually and in sequence. It is believed an automated laundry will achieve greater efficiency as well as better quality and control over present systems.

What is the position of the California Laundry and Linen Supply Association? For several years the Association has been promoting the idea of more practical research in the industry and devoting a portion of our meeting time to proposals. Jack Elberling, first vice-president, Jack Bariteau, immediate past president, and Ray Calou comprise our Committee on Research and have been leaders in the development of the All-American Research Foundation, but there is no direct connection between the Association and the Foundation (which is a separate corporation). No associations are permitted to belong to the Foundation, and no association funds are involved.

The board of directors has heartily endorsed the project and offered such assistance as normal practices of the Association can give. Through our contacts with various research organizations (including international ones) we hope to act as a clearing house for information on research, to help promote research, to secure to our members all possible benefits from research. We are not a research organization ourselves, in other words, but we will help all we can. □□



BALANCE



ALDCOIN Meters
manufactured for ALD by
H. Greenwald Co., Inc.



ALDIRON Ironers
manufactured for ALD by
Chicago Dryer Co.



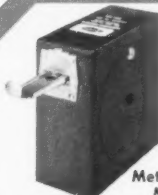
The Shirtomat
manufactured for ALD by
Forse Equipment Co.



ALDRY Dryers
manufactured for ALD by
Huebsch Mfg. Co.



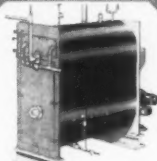
Laundromat Signs
manufactured for ALD by
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Meter-All Meters
manufactured for ALD by
Meter-All Co.



ALDHEET Water Systems
manufactured for ALD by
A. O. Smith Corp.



ALDHOT Water Heaters
manufactured for ALD by
National Combustion Co.



ALDWASH Washers
manufactured for ALD by
Cook Machinery Co., Inc.



DRYALD Dryers
manufactured for ALD by
Hoyt Mfg. Corp.



The Laundromat®
manufactured for ALD by
Westinghouse



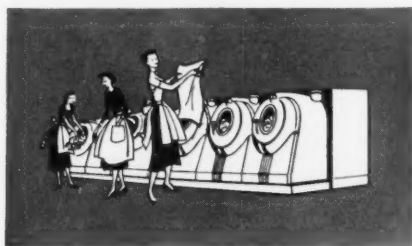
ALDSPIN Extractors
manufactured for ALD by
Bock Laundry Machine Co.



ALDSOFT Water Softeners
manufactured for ALD by
Bruner Corp.

BALANCE

Balance in your equipment is vital to your over-all profits and efficiency. Your hot water system must supply uninterrupted service for your washing machines . . . your dryers and extractors must meet the output of your washers . . . coin-operated meters must stand up to rugged daily trouble-free service . . . shirt finishing equipment must be balanced to your operators' best production. ALD's experience will make good business sense to you. Write, wire or phone ALD and find out how we can help finance the equipment you need.



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Two-Part Program at St. Paul

LECTURES on topical subjects plus a workshop session drew record attendance at the annual convention of the Minnesota Institute of Laundering and Cleaning held at St. Paul January 11 and 12. Over 400 plantowners and their key personnel attended meetings and toured an exhibit of packaging materials presented by members of the allied trades throughout the weekend.

At a luncheon meeting on Saturday, Victor D. Dalgoutte, president, American Institute of Laundering, explained how the Institute is combating specific problems facing the industry today. These included chlorine-retentive fabrics, wash-and-wear clothing and Federal wage-and-hour laws.

In a speech entitled "What Is Packaging?" Doug Smith, package designer, Dickens, Inc., showed how packaging creates company identification. Packaging is adaptable to all facets of a plant operation including letterhead stationery, store signs and route trucks. Mr. Smith used colored slides to illustrate how packaging in other industries reflects the product and the producer. The growing laun-



Officers elected during convention, left to right: Harold Speier, president; Roger Foussard, vice-president; George Berman, secretary-treasurer

dry and drycleaning markets, he said, can be sold by creating a package that will attract attention, reflect the sponsor and be easily recognized.

C. B. Kasson, R. R. Street & Company, Inc., showed numerous examples of how plantowners across the country are selling service by building a personalized approach among potential customers.

During a classroom discussion on Sunday alternating groups heard the following allied tradesmen explain drycleaning production problems: Dr. J. C. Alexander, Adco, Inc., discussed "The Function and Control of Water in Charged Systems"; Clay Hardin,

Chief Analyst, National Institute of Drycleaning, showed examples of "Problem Fabrics"; Norma London, Walter Haertel Company, demonstrated "Cleaning and Finishing of Natural and Man-Made Furs," and Paul Jacobsen, Wallerstein Co., used colored slides to explain "Sizings—What, How, Where, When, Why."

New president of the Minnesota Institute is Harold Speier of Albert Lea, replacing James Brown, Mankato. Roger Foussard, St. Paul, was named vice-president and George Berman, Duluth, secretary-treasurer. George E. Samuels, Minneapolis, remains as executive manager.—Harry Yeates

Jersey Meeting Prompts Creative Thinking

A PROMISING PROGRAM encouraged more than 180 persons to brave steady rains to attend the thirty-ninth annual convention of the New Jersey Laundry and Cleaning Institute, January 25, in Newark.

Highlighting the meeting was a session conducted by Dr. Bernard B.

Goldner, professor of industry and director of the School of Creative Thinking at LaSalle College in Philadelphia. Dr. Goldner, who also moderates a television program entitled "Dimension" in Philadelphia, told the audience creative thinking was management's responsibility, named several

approaches to thinking, and conducted a brainstorming session to elaborate his points.

Brainstorming, he pointed out, is only one phase of creative thinking and should not be regarded as a sure-fire method of gaining successful ideas. The question brainstormed was,



Dr. Bernard Goldner leads brainstorming session, part of creative thinking discussion at New Jersey convention

ARE YOU TIED UP IN NETS?



DOES PINNING RIP YOUR NETS? DO SNAGS GIVE YOU PROBLEMS? NET REPLACEMENT COSTS GET YOU DOWN?

Don't take a tranquilizer—just ask your jobber to show you the Fablok Laundry or Cleaning Net best suited to your needs.

Fablok makes five completely different knitted designs, from heavy wide open mesh to a very close mesh. To simplify pinning, the close mesh net is manufactured with a special 5" pinning top. This top will not "chop up" after washings, it lasts as long as the NET.

Every laundry and cleaning plant has its individual problem in choosing a Nylon Net. Fablok recognized this need and has designed nets to suit these requirements. Your jobber's salesman has a full line of samples of Fablok Nets and he can help you solve your problem. In addition, Fablok can custom-make any net in any special size or color.

You'll instantly recognize the many advantages of Fablok Knitted Nylon Nets over any woven nets on the market. NYLON KNIT from heavy 260-denier high-tenacity nylon to eliminate snags and runs.

**SEE US IN BOOTH NO. 209
AT THE A.I.L.—CHICAGO**

FOR THE FINEST NET, CHOOSE

Fablok MILLS, INC.

46 CORDIER ST., IRVINGTON, NEW JERSEY



Gold "Oscar" statuettes were presented to 13 New Jersey route salesmen as distinguished salesmen. Left to right, bottom row: Lawrence Murphy, Blue White Laundry (Staten Island, N. Y.); Philip McConnell, Blue White Laundry (Metuchen, N. J.); George Berg, Hillier Arrow Laundry; Edward Biehler, Dy-Dee Wash, Inc.; Dominick Fresco, General Diaper Service; Frederick Schnell, Hamilton Laundry; Leo T. Kaluzniak, Emerson Laundry. Back row: Frank Jesionowski, Majestic Laundry; Joseph Murray, Columbian Laundry; Raymond Spitalo, Stapleton Service Laundry; William Leonard, Corby's Laundry; Jerod T. Mason, Fosters' Laundry, and Charles Symes, Union-Imperial Laundry

"How can we overcome the housewife's fears that laundering is hard on her clothes?" Many interesting suggestions were offered, including hiring each customer to work in the plant for a week and initiating a national advertising and consumer education program.

The convention held at the Essex House opened with three movies—a consumer education film on drycleaning, another on rug cleaning, and the last dealing with various businessmen's opinions on raising the minimum wage. This film introduced the convention's first speaker, Harold K. Howe, manager of the Washington, D. C., office of the American Institute of Laundering. Since possible extension of the Fair Labor Standards Act would cover employees of retail and service businesses, laundrymen should be concerned over such legislation. Mr. Howe reviewed several of 85 bills to be introduced to Congress in 1958. An extreme bill calls for a \$1.50 minimum wage and a 35-hour week, while another would just affect plants employing more than 100 persons.

A symposium on the subject of wash-and-wear followed. (A detailed

report of the laundrymen's views on this newest of textile innovations can be found elsewhere in this issue.)

Victor Dalgoutte, president of the American Institute of Laundering, gave an AIL progress report. He felt that the key word in increasing volume was "sell." He urged all members to attend the forthcoming AIL diamond jubilee at which the studies of the Armour Research Foundation would be revealed.

The early part of the afternoon session was devoted to a panel discussion on the "Barnacles of Route Selling." Participating in the discussion were George Y. Klinefelter, Elite Laundry, Baltimore, Maryland; Charles Schacter, Sterilized Diaper Service, Brooklyn, New York; John D. Campbell, Modern Laundry and Drycleaning Company, Philadelphia, and Benjamin B. Foster, Foster's Laundry, Gloucester, New Jersey.

Mr. Klinefelter explained that Elite trained routemen in the plant rather than on the route. He also advocated having a "canned sales pitch," basing his belief on tape recordings of actual route salesmen's presentations.

Routemen should make at least five

cold solicitations of new customers a day and should file a report to sales managers, Mr. Schacter felt. He also recommended a monthly sales meeting to inject new ideas on selling.

Mr. Campbell, on the other hand, explained that his route salesmen acted on a selective selling program following up direct-mail pieces to specific business or professional groups. One period of time may be concentrated on doctors, another on grocery clerks, etc. Modern's route average is \$730.

There are over 22,000,000 working women in the United States and they are the laundry's best prospects, stated Ben Foster. Early-morning or late-evening solicitations were found most satisfactory for this part of the population.

The problem of getting new routemen was solved by one plantowner who offered present route salesmen \$15 for new applicants and \$10 should the new man stay more than three months.

The Betty Best program is mushrooming so that a second girl has been hired to appear at school and club meetings to explain the laundry story to potential customers. Miss Judith Keith, public relations director of Feigenbaum and Wermen, Philadelphia, told the New Jersey members that for the first time since the program was founded both Betty Bests are booked for speaking engagements up to next fall.

Association President A. John Plonski presided over the annual banquet which concluded the one-day convention. Climaxing the evening's festivities was the presentation of Oscars and certificates of merit to distinguished salesmen by Betty Best of the Professional Laundry Foundation. Forty route salesmen, representing plants throughout the state, were honored at this fourth annual ceremony.—Dick Vinocur

LAUNDRY BUSINESS TRENDS

New York

four weeks ended
Dec. 28—2.1% less than last year

M. R. Weiser & Co., New York

New Jersey

four weeks ended
Dec. 28—3.9% less than last year

M. R. Weiser & Co., New York

New England

Dec. 7—3.7% less than last year

Dec. 14—1.7% more than last year

Dec. 21—0.5% less than last year

Dec. 28—1.6% more than last year

Carruthers & Co., Boston

Southeast

Nov.—1.0% less than last year

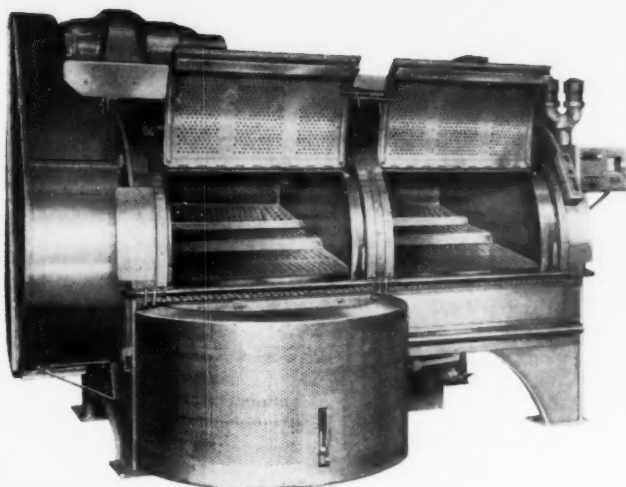
J. R. Wilson & Co., Atlanta

available with partial or complete AUTOMATION!

C/L WASHERS

give you superb "no-maintenance" performance
backed by the industry's only

5-YEAR GUARANTY



ILLUSTRATED: C/L 60" x 96" Pullman Slide-Out Washer with 4 compartments, 4 doors. Dry weight capacity 900 lbs. Special low-front design for rapid and effortless unloading. This Washer, with single-end drive and hinged doors, is also available . . . as are all C/L Washers . . . with double-end drive or with sliding doors.

a washer designed for you!

Your C/L Washer is individually engineered to suit your specific requirements! **AUTOMATION?** C/L Automatic Controls offer you any desired degree of automation including completely automatic feeding of supplies! **SIZE?** Up to 64" x 160" and in any dry weight capacity from 50 lbs. to 2000 lbs. per load! **CYLINDER TYPE?** You name it — open pocket type, with or without slide-out unloading shelves; Pullman slide-out; or "Y" slide-out. **LOW FRONT?** The C/L patented Compro-Seal Automatic Shell Door Assembly gives you all the rapid unloading advantages of low front design . . . without costly water spillage!

But . . . most important of all . . . your C/L Washer, and only the C/L Washer, offers you the 6 vital points of superiority that have earned its unique "no maintenance" record. And each of these points is backed by the industry's only 5-Year Guaranty!

5-YEAR GUARANTEE ON THESE 6 IMPORTANT POINTS!

- C/L Evertite Cylinder Door Lock
- C/L Compro-Seal Automatic Shell Door Assembly
- C/L Sealomatic Trunnion Seal
- C/L One Piece Steel Trunnion
- C/L Rigid Frame
- C/L Stainless Steel Cylinder

Unconditionally guaranteed against all defects except those caused by faulty operation!

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How to Improve Your Fabric Finishing

Several plant superintendents have asked "What single factor contributes the most toward achieving the finest work from our presses?"

Like the man that has his clothes individually fitted, you should "dress" your presses with covers that are "tailored-to-fit." When the cover fits the press properly you are assured quality pressing and fabric finishing.



STAD-SPUN and STAD-TEX PRESS COVERS are *"Tailored-to-Fit"*

STAD-SPUN covers—used on all presses, especially wearing apparel and shirt presses where a non-slip, non-stick cover is needed. Treated to assure longer wearing qualities.

STAD-TEX filament nylon covers—especially developed for sleeve, yoke and backer presses. Special weave for slickness without slippage. Heat and abrasion resistant.

Call your distributor—he will help you with your press maintenance problems. Or write for a "Glossary" that defines the various types and uses of STAD-SPUN and STAD-TEX Press Covers.



STADHAM
COMPANY, INC.
HEXAGON DIVISION

1825-31 N. 20th ST. PHILADELPHIA 21, PA.



Back in '81 Harry Raney started a career in laundering which has taken him to just about every corner of the world. He's still in the business today managing a Chicago laundry

**Veteran laundryman-of-the-world is
optimistic about industry's future . . .**

76 Years in Service: He's Still Going Strong

By HARRY YEATES

PLANTOWNERS must look to the future and not live in the past, says veteran laundryman, Harry K. Raney, the hale and hardy 85-year-old manager of Chicago's Lying-In Hospital laundry.

More than 75 years ago, Mr. Raney ran away from his home in southern Illinois to hitch-hike his way around the world. He started out as a bundle boy at nine and since then has worked in laundry plants in most major European countries, in Asia, Africa, South America and in every state of the union. About 20 years ago he decided to settle down and make Chicago his permanent home. Since then he has spent at least 12 hours a day as manager of one of the city's most modern hospital laundries.

Mr. Raney has worked in many types of plants, big and small. Years ago he prepared his own soaps and mixed bleaches by hand for each washload. It was a prerequisite for a job in most of the plants that he worked.

If industry lived in the past it would still be following the same procedures that were used 50 years ago. Unfortunately, complained Mr. Raney, some plantowners still cling to their old-fashioned ideas. He personally knows of too many plants that are still spending money foolishly by making a desperate attempt to operate with old wooden washwheels.

"New developments in the industry make it easier for any plantowner to produce quality work. Repeat business from a satisfied customer is still the backbone of any plantowner's success," says Mr. Raney.

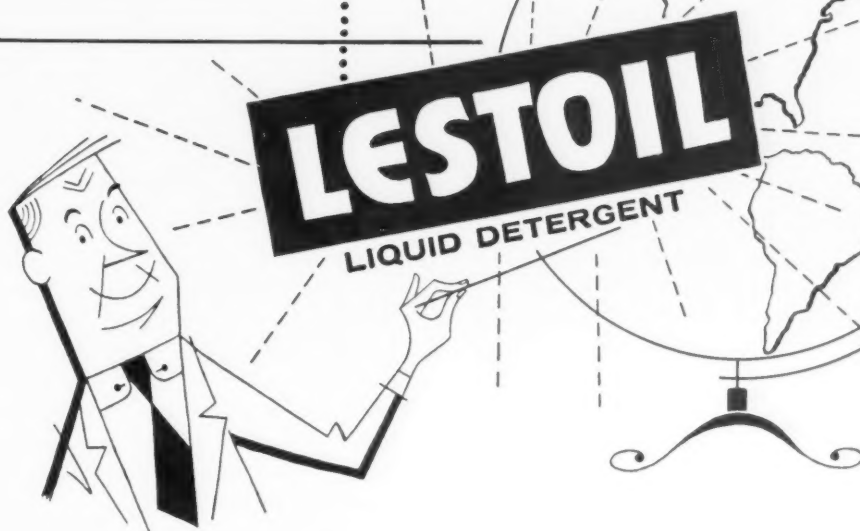
Look at the future

He prophesied that the development of new labor-saving devices in every phase of the laundry operation will increase the quantity of work without affecting quality adversely. He believes that the new machines will create more jobs for highly skilled personnel.

The manager of the future will be a white-collared worker who has specialized in the mechanics of handling automation in many departments of the laundry. But regardless of machinery improvements, a manager will never be a leader unless he knows how to work with his employees. This will only come with education. But education by trial and error is costly and takes a great deal of time. That's why the industry needs trained personnel who can cope with its problems now.

Looking ahead, Mr. Raney is anxious to be among the first to take a trip to the moon in a rocket ship. Because, after all, there is very little left here that this oldtimer hasn't already seen. □□

**Effective the
World Over**



NORTH, SOUTH, EAST, WEST

There is a definite place for LESTOIL in every plant in every section of the country. Use it for effective removal of grease and oil in heavy work clothes, shirts and trousers — embedded soil in blankets, drapes and linens — use it for skirts, dresses, uniforms, even fragile hand washables. Whatever the climate, — hot or cold — whatever the job, — heavy or light — LESTOIL is guaranteed to perform to your satisfaction.

NO NEED TO TRAVEL

We will send you a generous free sample of LESTOIL — the special blend of wetting, penetrating, dissolving and dispersing agents developed especially for commercial plants. Try LESTOIL in your own machines under normal working conditions for as many classifications as you wish. LESTOIL improves the quality of work in regular or one-shot formulas when added to the break at the rate of 5 ounces per 100 pounds of work.

A WORLD OF DIFFERENCE

LESTOIL performs with maximum efficiency in hot or cold, hard or soft water. It is equally safe for natural and synthetic fabrics. You can look for bright white washes and sparkling colored work. In many cases, your washing formulas can be shortened. Yes, LESTOIL makes the difference between run of the mill work and professional quality results. You and your customers will both appreciate this difference.

For Information

Call your nearest supplier
or write for a generous free
sample of Lestoil for laundering to:

ADELL CHEMICAL COMPANY

HOLYOKE, MASSACHUSETTS

Serving the Laundry Industry for twenty-three years.

**LESTOIL
GIVES YOU A
BETTER BREAK**

MR. LAUNDRY EXECUTIVE:

OFFERING, ADDING OR EXPANDING A DRYCLEANING SERVICE?

If you now offer, or plan to add or expand a dry-cleaning service—you need

NATIONAL CLEANER & DYER

Leader in the Drycleaning Field Since 1910!

Just as STARCHROOM LAUNDRY JOURNAL is the recognized authority in laundrying, NATIONAL is the authority in drycleaning.

Every page in every issue of NATIONAL is geared to helping drycleaners get more business, process it better and make more money. In every issue—specialized 100% in drycleaning only—you'll find solutions to day-to-day problems . . . case histories from all over the country . . . reports on the latest technical and engineering developments . . . news of modern, time and money-saving equipment and supplies.

DON'T MISS YOUR 1958 GUIDEBOOK

In March, NATIONAL publishes the 1958 GUIDEBOOK OF THE DRY-CLEANING INDUSTRY. The issue's big theme: "GUIDE TO MOTIVATION"—the ABCs of making more people want the services you sell. Includes the field's only STANDARD BUYERS' DIRECTORY . . . and your OPERATING GUIDE. Don't miss it!

Because you're a paying subscriber to STARCHROOM LAUNDRY JOURNAL,

YOU CAN GET NATIONAL AT A BIG 50% REDUCTION IN PRICE!

Your subscription to NATIONAL for a full year (regularly priced at \$4.00) will cost you only \$2.00.

Yes, to be a top success in drycleaning, you need the industry's leading magazine. Just clip and mail the handy coupon today!

TO: **NATIONAL CLEANER & DYER** 305 East 45th Street, New York 17, N. Y.

Please enter my one-year subscription to NATIONAL at the special price of only \$2.00.

We operate commercial drycleaning equipment on the premises (please check): ☐

The undersigned is Owner of the Company ☐ Employee ☐

Remittance enclosed () Send bill ()

Company _____

Street _____

City _____ Zone _____ State _____

Individual _____ Title _____



USERS AGREE... *Washettes* *by Cook* ARE TOPS

**"MY NEW AUTOMATIC WASHETTES
TURN OUT WORK FASTER-
MORE UNIFORMLY CLEAN"**

— says A. C. STAUFFACHER, owner of Blackwell Laundry and Cleaners, 421 South Main Street, Blackwell, Okla.

Mr. Stauffacher states his Automatic Washettes perform an outstanding service in his plant, turn out work faster with uniformly clean results, use less soap and supplies, less water, and give uni-



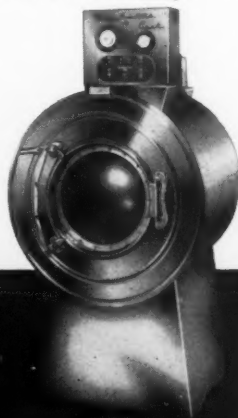
form rinses. His plant serves eight towns with pick-up stations and trucks, over a 50 mile radius.

Washette *by Cook* CHECK THESE FAMOUS *Washette* FEATURES

- All-welded stainless steel construction.
- Parts standard — available locally.
- Automatic Supply Injection if desired.
- Famous One-Dial Control with 28 Wash-Rinse Cycles.
- Fully automatic, semi-automatic or manual controls.
- Especially trained operators unnecessary.

EASILY INSTALLED

Washette is completely wired and plumbed at factory; unskilled labor can install in less than half a day. Simply connect electricity, hot and cold water, overflow and drain. Washette is ready for immediate, profitable service!



Cook

MACHINERY CO., INC.
of DALLAS

Commercial laundry and dry-cleaning plant operators are quick to recognize the many advantages offered by Washettes by Cook. Superb engineering and designing, simplicity, versatility, easy operation, inexpensive installation, ease of maintenance and cleaning are among the many Washette features that *increased profits for thousands of satisfied users everywhere!*

See our display in booths 362, 363, 364, 412, 413, 414 at the A.I.L. Diamond Jubilee, Chicago, Feb. 26-March 2.



Send For Free Brochure

COOK MACHINERY CO., INC.
4122-O COMMERCE STREET, DALLAS 26, TEXAS

- ☐ Please send at once literature about famous Washette by Cook.
- ☐ Please send name and address of nearest Washette Distributor.

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

NEWS

From the

ALLIED TRADES

Wyandotte Chemicals Promotes Three



HOWARD HASTEDT

Three staff changes at Wyandotte Chemicals Corporation, Wyandotte, Mich., have been announced by Ford Ballantyne, Jr., company vice-president and director, and general manager of the J. B. Ford Division.

Howard Hastedt, Chicago district sales manager since 1952, has been promoted to the home office staff as manager, dishwashing and maintenance sales.

C. J. Martin has been assigned to manage the Chicago district. Mr. Martin has served as Buffalo district sales manager since 1954.

W. Wright Lee, formerly an Atlanta district field sales manager, has been appointed to manage the Buffalo district.



C. J. MARTIN



W. WRIGHT LEE

American Laundry Presents Suggestion Awards



Five employees of The American Laundry Machinery Company, Cincinnati, Ohio, recently received checks for the entries they submitted in the firm's twenty-ninth annual suggestion award contest. The suggestions

made were on product and production improvement.

Harry W. Knox, third from left, manager of American Laundry's Cincinnati plant, presented award checks to (left to right) Joseph Roling, second

prize; Elmer Wlach; Ray Roberts, first prize; Earl Gaukel, fourth prize, and William Springmeier, third prize.

For the eleventh consecutive year, Joseph Roling won the award for entering the most accepted suggestions, 268. Runner-up was Elmer Wlach with 95 accepted suggestions.

Of the 2,511 suggestions submitted, 1,131 were accepted.

Packless Plant Modernizes

Improvements of production facilities at the Mount Vernon, N. Y., plant of Packless Metal Hose, Inc., have been completed. The modernization will result in immediate deliveries and greater production capacity, according to Murry Johnson.

Manually operated equipment has been replaced by automatic and semi-automatic machinery wherever possible. All production processes have been studied and improved to provide the assembling of redesigned hoses, braids and fittings, which have been under development by Packless for the past two years.

Hydraxtor Acquires Zephyr Rights

Production and distribution of all equipment formerly manufactured by the Zephyr Laundry Machinery Co., Chicago, Ill., have been taken over by the Hydraxtor Co., Chicago. The announcement was made by Allen Koplin, president of Hydraxtor. This line includes the Hydraxtor and Hydrafolder, as well as the complete line of Zephyr stainless-steel washers.

Commenting on the future plans of the company, Mr. Koplin said: "It is our firm intention to continue with the research and development program inaugurated by the founder of the business, Mr. Harry Koplin. We shall constantly strive to improve our present equipment and develop new machinery to meet the growing needs of the industry."

Risdon Promotes Pearson

New assistant sales manager of wire specialties in the Wire Goods Division of The Risdon Manufacturing Co., Naugatuck, Conn., is Richard P. Pearson. Mr. Pearson's sales responsibilities will include laundry and drycleaners supplies plus formed-wire specialties.

Mr. Pearson has been connected with the Risdon specialty sales department since 1951.

Staley Promotes Nagle



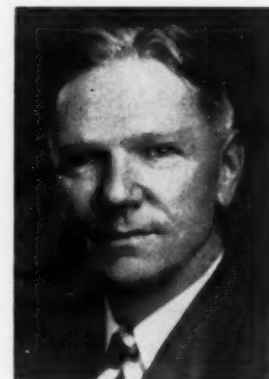
RICHARD L. NAGLE

Richard L. Nagle has been appointed to the newly created post of industrial marketing manager of A. E. Staley Manufacturing Co., Decatur, Ill. The announcement was made by L. S. Roehm, vice-president and corn division manager, who stated that the new department will develop marketing programs and sales plans for the industrial products sales department.

Industrial sales manager since 1952, Mr. Nagle has been associated with Staley for more than 18 years. Starting as a salesman for retail package products in Georgia, he was promoted to package sales advertising, which he headed for six years, and industrial sales management.

An alumnus of the University of Georgia and the Harvard Business School, Mr. Nagle worked as a salesman with two leading soap manufacturers and was national advertising manager of the Knoxville, Tenn., *Journal* before joining Staley's.

Southern Mills Acquires Juilliard Facilities



WILLIAM D. ELLIS

Southern Mills, Inc., Atlanta, Ga., has announced the pur-

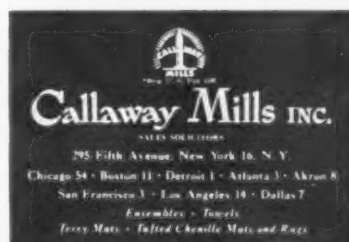
from apron ducks to steel wool padding
ROCKWEAVE is your complete laundry
 textile line for all your laundry needs!
 Engineered, tested by Callaway Mills, Inc.

ROCKWEAVE DISTRIBUTORS

Albuquerque, N. M. Laun-Dry Supply Co., Inc.	Louisville, Ky. The Fry Brothers Co.
Amarillo, Texas State Chemical Co.	Lubbock, Texas Lasco Supply Co.
Austin, Texas Austin Supply Co.	Lubbock, Texas State Chemical Co.
Buffalo, N. Y. Frontier Alkali Corp.	Midland, Texas State Chemical Co.
Chicago, Ill. Chicago Laundry & Cleaners Supply Co.	Milwaukee, Wis. American Laundry & Cleaners Supplies, Inc.
Chicago, Ill. The Speare Co.	Milwaukee, Wis. Badger Chemical Co.
Cincinnati, Ohio The Fry Brothers Co.	Minneapolis, Minn. S. Schloff Co.
Cleveland, Ohio The Fry Brothers Co.	Pittsburgh, Pa. M. M. Baddeley, Inc.
Corpus Christi, Texas Southwestern Specialty Co., Inc.	Portland, Oregon Van Waters & Rogers, Inc.
Dallas, Texas Lasco Supply Co.	St. Louis, Mo. H. H. Coleman Co.
Denver, Colo. Scientific Supply Co., Inc.	St. Louis, Mo. G. R. Schmidt Co.
Detroit, Mich. The Speare Co.	Salt Lake City, Utah Van Waters & Rogers, Inc.
El Paso, Texas Laun-Dry Supply Co., Inc.	San Antonio, Texas Southwestern Specialty Co., Inc.
Houston, Texas W. P. Ballard & Co.	San Francisco, Cal. John P. Lynch Co.
Kansas City, Mo. Campbell-Frazier Supply Co.	Seattle, Wash. Van Waters & Rogers, Inc.
Kansas City, Mo. The Speare Co.	Somerville, Mass. Superior Products Co.
Little Rock, Ark. Capitol Chemical & Supply Co.	Spokane, Wash. Van Waters & Rogers, Inc.
Los Angeles, Cal. John P. Lynch Co.	Stoneham, Mass. Carman-Mitchell- Wing Co.
	Tulsa, Okla. Vaughn Chemical Co.

Foremost in quality . . . first in performance . . . ROCKWEAVE sets the standard in the laundry industry with a complete line of textiles specially engineered to meet heaviest work-loads, give longest wear with perfect finished results every time. Leading laundry owners throughout the country have discovered greater laundering ease, faster production pace at lowest initial cost through the superior qualities of ROCKWEAVE textiles. You can, too!

ROCKWEAVE is available nationally . . . through exclusive, local distributors located within your own area. Check the list . . . call your nearest ROCKWEAVE distributor for the full facts . . . or write to Callaway Mills, Inc., 295 Fifth Avenue, N. Y.



chase of all cotton padding machinery in the A. D. Juilliard Division at Aragon, a unit operated by United Merchants & Manufacturers, Inc., New York. Southern president William D. Ellis reports that the transaction is part of the firm's current expansion program. The com-

pany manufactures cotton and synthetic fabrics of both woven and knitted goods for drycleaning and laundry plants.

In explaining the move Mr. Ellis noted the growth and expansion of drycleaning and laundry plants in the United States.

Staff Changes Announced by Staley



GEORGE A. T. MOORE

Reassignment of four industrial sales staff members of the A. E. Staley Manufacturing Co., Decatur, Ill., has been announced by L. E. Doxsie, assistant manager, Corn Division.

George A. T. Moore has been appointed assistant manager of the Chicago office. Formerly assistant manager at the Philadelphia office, Mr. Moore joined Staley's in 1950. He served as a sales representative in the Boston area before assuming the Philadelphia post in 1956.

New assistant manager of the St. Louis office is Al W. Brunlie, who had been a sales representative in Wisconsin, under direction of the Chicago office. He has been with the firm since 1952.

Transferred to the Philadelphia office as sales representative is James F. Kelly, who had been in the Minnesota, North and South Dakota territory under the direction of the Kansas City office. He joined Staley's in 1955.

Richard L. Kamins has been transferred to the Chicago office area from the Boston office. He will headquarter in Madison, Wis., and will cover the Minnesota, North and South Dakota territory in addition to Wisconsin. He joined the firm as a sales representative in 1956.

Staley's has also announced the retirement of Lowell O. Gill, research consultant, after 42 years with the firm. Mr. Gill started with the firm in 1915 as a chemist and has been with the company ever since that date, with time out to obtain a



AL W. BRUNLIE

B.S. degree, to serve in the Army during World War I, and to study for his M.S. at Cornell University.

Mr. Gill helped organize and later headed Staley's technical service and development section. He became assistant technical director in 1947 and technical director in 1950. Since 1956 he has served as research consultant in preparation for his retirement.

Green Heads Pantex National Sales



MARVIN H. GREEN

Marvin H. Green has been elected vice-president and sales manager of the Pantex Manufacturing Corporation, Pawtucket, R. I., according to an announcement by company president Norbert House. The Pantex board of directors created the new position and title at a recent meeting.

A prominent figure in the drycleaning and laundry industries for the past 30 years, Mr. Green was previously associated with two other equipment manufacturers in sales executive capacities. He will be responsible for the national sales and service organization maintained by Pantex, and will spend considerable time in the field, assisting distributors and representatives.

The appointment of Mr. Green marks an additional step in the firm's accelerated program to bring improved and expanded service to Pantex equipment owners.

Troy Assigns Jackson

Appointment of J. D. Jackson as representative for the Northwestern states has been reported by Troy Laundry Machinery Division, American Machine & Metals, Inc., East Moline, Ill. Mr. Jackson's territory includes Washington, Oregon and northern California.

Mr. Jackson has been associated with Troy as a service representative for some time. He is thoroughly experienced in the laundry equipment field. Mr. Jackson's work will now be devoted exclusively to the sale of Troy laundry machinery.

Nashua Advances McDermott

Promotion of John F. McDermott, Jr., to the post of manager, Nashua Package Sealing Sales, for Nashua Corporation, Nashua, N. H., has been announced by W. H. Foster, director of sales.

A member of the firm for almost six years, Mr. McDermott has been assistant sales manager of N.P.S. Sales since last March. Previously he was sales representative in Maine for Nashua's Flexible Packaging Sales.

Standard Buys Factors Corp.

Purchase of Factors Corporation of America, Philadelphia, Pa., has been announced by the Standard Financial Corporation, New York, N. Y., Theodore H. Silbert, president. The firm was bought from Bankers Securities Corporation and other stockholders.

Factors Corporation of America has two wholly owned subsidiaries, both engaged in various aspects of business financing: Factors Credit Corporation and Factors Credit Corporation of New Jersey.

According to Mr. Silbert, Factors Corporation of America and its subsidiaries will become

a subsidiary of Standard Financial and will expand its financing operations in the Philadelphia, Pittsburgh, Delaware, Maryland and West Virginia areas.

Karl G. Seelaus, treasurer of Factors Corporation, has been promoted to executive vice-president and chief executive officer and will direct the Philadelphia and Pittsburgh offices. Mr. Silbert has been elected president of the new subsidiary.

In addition to its main offices in New York, Standard Financial or its subsidiaries maintains offices in Chicago, Los Angeles, Dallas, and Elmira, N. Y., as well as the new offices in Philadelphia and Pittsburgh, Pa.

Chester Joins Ace Hose



C. R. CHESTER

C. R. Chester has been named special assistant to Eugene Behrstock, president of Ace Hose & Rubber Co., Chicago, Ill. Mr. Chester was formerly assistant sales manager of the Atlantic India Rubber Works, Inc.

According to Mr. Behrstock, Mr. Chester's new duties will cover management of the sales and engineering departments, as well as administrative supervision. He comes to Ace with a background of 30 years work on molded, extruded and lathe-cut rubber products.

Hercules Opens New Office

Establishment of Detroit as headquarters of a new Synthetics Department sales district and the appointment of E. S. Massey as branch office sales manager have been announced by James W. L. Monkman, director of sales for Hercules Powder Company's Synthetics Department, Wilmington, Del.

The new office will be located in the Fisher Building where three other Hercules departments maintain sales offices.

The principal territory served

MOST PROFITABLE WASHER IN COIN LAUNDRY TODAY!



Exclusive

Philco®-Bendix Double Load Commercial Washer

Profit-proved because:

DOUBLE CAPACITY — A Philco-Bendix exclusive. Washes, rinses and completely damp-dries twice as many clothes as ordinary-size washers.

ENTIRELY AUTOMATIC — Customers enjoy using this machine. They just toss in their clothes — set the dial — the washer does the rest.

WASHABILITY — Exclusive "Big Drop" plunges clothes over two feet into sudsy water — assures a sparkling wash job every time. Brings customers back again and again.

MORE PROFIT PER SQ. FT. — Brings in double-load profits, yet fits in about the same space as ordinary-size washers.

OPERATING ECONOMY — Uses less water for a double load than many ordinary-size washers use for a single load! Saves on bleach and detergent, too.

RUGGED CONSTRUCTION — Every part is built for years of heavy-duty commercial service with a minimum of maintenance. A vital factor in a machine that may be operated 24 hours a day, seven days a week.

In addition to the finest coin-operated washers, Philco-Bendix Commercial Laundry Distributors offer you help in every phase of planning, financing and running a successful coin store. Send the coupon today!

Philco-Bendix Commercial Laundry Equipment is brought to you by Philco Corp.



**COMMERCIAL
LAUNDRY SALES**

GET THE FACTS

on the most
profitable washer
in coin-laundry!

PHILCO CORPORATION

Commercial Laundry Sales Advertising, Dept. SLJ-4
Tioga and C Streets, Philadelphia 34, Pennsylvania

Send me information on Philco-Bendix coin-operated washers . . . also the name of my local distributor.

Name _____

Address _____

City _____ Zone _____ State _____



PRESS DEPARTMENT NEWS

NEW 'NYDAC 2-IN-1'* for Expanders, Wings or Press Covers **LAST LONGER!**

MADE OF COMBINED DACRON AND NYLON FOR MORE HEAT RESISTANCE

After years of research and extensive tests by actual use, it was proven that NYDAC 2-IN-1 lasted longer than all other materials tested. Covers are made from all one piece. No flannel is necessary . . . you put it on and it does the job.

BEWARE OF IMITATIONS... YOU CAN TELL BY THE WEIGHT.

Other 'Exclusive' Fabrics:

- Airpress-Tex press cloths.
- 2-IN-1 Nylon for expanders and press covers.
- Knit Nylon Flannel for all presses.

*TM Reg. U. S. Pat. Off. NYDAC 2-IN-1 is exclusively manufactured by the Zuckerberg Co.

The ZUCKERBERG CO.
87 FRANKLIN ST., N. Y. 13, N. Y.

\$1 INTRODUCTORY OFFER

AJAX CS-A

PROSPERITY 2121 CSP-2

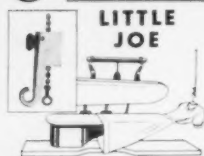
UNIPRESS SA-A

AMERICAN FORMATIC 620

Send only \$1.00 (to cover postage and handling) for a pair of NYDAC 2-IN-1 expanders or wings for the following cabinet sleeves Prosperity 2121 CSP-2, American 620, Ajax CS, Unipress new style MSA-A or old style SAA. Include manufacturer's name and model number of press when ordering.

Offer expires March 31st.

See us at booth #677 in Chicago at the Convention Exhibit, International Amphitheatre.

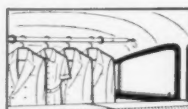


LITTLE JOE

Adjustable garment holder that lends a hand at press machines, silk finishing boards, repair department, and spotting table. Little Joe will keep garments off the floor and wrinkle free. Saves recleans and makes the work easier and faster. Just press the button and adjust to any height desired. Die-cast chrome finished hook on a 5 foot beaded chain. Let Little Joe lend a hand and speed the work at every machine. Price each \$2.75

KAR BAR

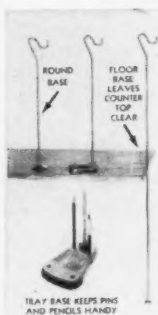
Practical low cost garment rack that converts practically any car into a light delivery truck. Slips over coat hooks in the back and adjusts to fit any width car. On or off in a jiffy, no tools needed. Sturdy steel telescoping rod, chrome finish. Adjustable rubber stops keep hangers from sliding sideways. A life saver when your regular truck is down for repairs and good for special deliveries. Price each \$3.95



COUNTER RACKS

A neat fixture on which to hang garments during check-out. Keeps clothes wrinkle-free. Assists check-out and builds good will. These racks are sturdily built of strong polished chrome plated steel rods. They have cast aluminum bases and trim fittings to harmonize with the best up-to-date sales rooms. A SPECIAL FEATURE on all KD Counter Racks is a set screw in each base to keep the hook properly lined up and to prevent the rod from turning.

ROUND BASE Price per unit....\$4.50 TRAY BASE Price per unit..... 5.50
FLOOR BASE Price per unit..... 4.95



110 14th Street

THE KEYES-DAVIS COMPANY

P. O. Box 155

Battle Creek, Michigan

by the Detroit office will include the southern peninsula of Michigan and Lucas County, Ohio. In addition, this office will be responsible for servicing the Toronto office of Harrisons & Crosfield (Canada) Limited, prominent Canadian chemical distributors.

Mr. Monkman joined the firm in 1947 as a chemist in the Synthetics Division. In 1951 he was appointed a technical sales representative for the department in the Cleveland office and in 1956 was named resident technical representative in the Detroit area.

Philadelphia Quartz Greeting Note

Visitors to the headquarters of Philadelphia Quartz Company in Philadelphia, Pa., are welcomed with an attractive folder designed to acquaint the reader with the firm, its products and product applications.

Using the salutation "Respected Friend," the folder invites visitors to glance through binders of "Silicate P's & Q's," the company house organ, and to review proofs of current trade paper advertising.

New York Group Names Leahy

Appointment of John H. Leahy as new executive secretary of the New York State Launderers and Cleaners Association, Inc., has been announced by Paul J. Rickett, Sr., president. Mr. Leahy was previously employed in hotel management and public relations.

NIDS Announces 1958 Meetings

Dates for meetings to be held by the National Institute of Diaper Services, Inc., this year have been announced. The Midsouthern regional meeting is set for Memphis, Tenn., February 15-16, and the Midwestern regional meeting for February 28-March 1 in Detroit.

The organization's annual convention will be held April 28-May 1 at the Eden Roc Hotel at Miami Beach, Fla.

NEW PRODUCTS AND LITERATURE

Continued from page 8

contained in a new, simplified spotting chart from Pennsalt Chemicals Corporation, Philadelphia, Pa. Major classifications of the chart are processing, dry-side spotting, wet-side spotting, specialized stains and directions for mixing spotting formulas.

The chart is punched for hanging in a convenient location above or near the spotting bench.

Copies are available from the Laundry and Dry Cleaning Department, Pennsalt Chemicals Corp., 3 Penn Center, Philadelphia 2, Pa.

Mark-Time Coin Meter



A new series of 35-cent coin meters, said to increase revenue by 40 percent, has been announced by M. H. Rhodes, Inc. The head assembly (available separately) can be interchanged with the 37000 series meters now in use, thus making it simple to convert from a 25- to 35-cent operation.

The new "Mark-Time" meter, available with popular timing ranges, operates on a dime and a quarter. The timing mechanism is furnished with double pole construction for either two- or three-wire installation.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

A heavy black, crinkle-finished zinc casting case with face and coin drawer in gray is used to enclose this unit. The drawer is securely locked by an 11-tumbler, double-bitted bolt lock, which is said to make pilfering virtually impossible.

Complete descriptive literature may be obtained from M. H. Rhodes, Inc., 30 Bartholomew Ave., Hartford 6, Conn.

Fluor-O-Lite Laundry Aid

Expanded distribution of Fluor-O-Lite, Martens Chemical Company's innovation in laundry souring, has been announced by spokesman Walter Martens.

Fluor-O-Lite contains an anti-chlor, which expels chlorine in cold water, thereby protecting laundrymen from claims resulting from the processing of bleach-retentive fabrics.

A blue-white fluorescent dye in Fluor-O-White is said to produce a uniform blue-white color on white work, eliminate streaking and brighten colors. The company states that the product is effective as an alkaline neutralizer and reports effective brightening of Orlon, nylon, rayon and other synthetics.

Write for complete details to Martens Chemical Corporation, 243 Clinton Ave., Kingston, N. Y.

Sarco Trap Patented



U. S. letters patent No. 2,817,353 has been granted to Sarco Co., Inc., 635 Madison Ave., New York, N. Y., for its Thermo-Dynamic trap. This patent provides for a trap for high- and low-pressure steam systems for the purpose of evacuating "condensation and air from the systems in an entirely automatic manner," without leakage or loss of steam through bleeder ducts or orifices during the time the seating member is seated. The seating member of this trap is a solid-stainless steel disc.

Sarco Thermo-Dynamic steam traps are available for all

NONE BUT THE BEST FOR YOU!

C.D.C. - specialists in the design of material handling containers for specific handling jobs. Choose one from the many styles . . . made of the material . . . that's best for you.

PLEXTON PANEL TRUCKS



Fiber Glass reinforced polyester panels provide a satin smooth, rivetless, non-corrosive interior. Will not rust, rot, warp, or dent. Color molded in. Lightweight . . . tremendously strong.

SERVE-ALL TRUCKS



Smooth, tight, easily cleaned Masonite Presdwood panels carefully handle materials. Secured to frame with monel staples. Strong, lightweight and maneuverable. Any style casters desired. Without casters can be used as basket.

MULTITRIP TRUCKS



C.D.C. Box Truck made of select elm slats and bound together with galvanized wire. Resilient and lightweight. Outside framework jointed at corners and reinforced with steel braces.

HI-BOY TRUCKS



Unit closed for shipment.

Now serving your industry . . . a big capacity container built for big, time-saving loads. Hinged at different side elevations for convenient loading. Sturdy, positive-locking hardware. Slats of select elm, bound with tough, durable galvanized wire and reinforced with corner hardware.



STACK-n-NEST®

Stacks and nests in its own dimensions without special attachments . . . complete one piece pan. Light as a feather . . . strong like steel. Won't snag or fade — ever. Rust-proof, rot-proof, dent-proof, warp-proof. Molded-in "lifetime" colors.

Sizes: 27 x 16 x 11;
34 x 24 x 19; 39 x 19 x 14.

CONTAINER DEVELOPMENT CORPORATION

Dept. SR • WATERTOWN, WISCONSIN

Henrici Formula Controls . . . for **COMPLETE LAUNDERMATION!**



ADAPTABILITY . . .

HT-3 control for all washing formulas requiring three water levels or less and one controlled temperature. We believe it is the most universally adaptable control yet produced for washers not using steam.

Our controls are so designed that they may be at-

Write for descriptive literature Dept. A

VISIT US BOOTH C6
CHICAGO CONVENTION

tached to any conventional washer, new or in use, from the smallest to the largest.

ALL HENRICI designed controls stop Timer until proper water level has been reached, excepting when drain is open. All controls drain automatically. Time interval adjustment to requirement.

FRITZ HENRICI INCORPORATED
CANTON, MASSACHUSETTS Canton 6-2400

for longer life on press and mangle

insist on

Thomaston
"PEERLESS"

(BRAND)

**COTTON COVER DUCK
COTTON COVER CLOTH**

in wanted sizes
and weights

available
through your
supply jobber

Top quality, durable products developed expressly to give superior service for long periods. Perfected to produce a fine, smooth finish on all types of work. Also manufacturers of INDUSTRIAL TEXTILES such as: TIRE FABRICS • HOSE AND BELT DUCKS • SHEETINGS • CHAFERS YARNS • THREADS • COATING FABRICS • WRAPPING TWINES DIVERSIFIED COTTON FABRICS.

Other Available Facilities:

BLEACHING, DYEING, FINISHING, SEWING

THOMASTON MILLS, THOMASTON, GA.
New York Office: 40 Worth Street

steam pressures from 10 to 600 p.s.i. Further information may be obtained from the manufacturer.

Information on Dynel

A new booklet on Dynel has been issued by the Textile Fibers Department of Union Carbide Chemicals Company. The pamphlet gives special emphasis to the performance features of products made with Dynel and the proper means of taking care of Dynel merchandise.

Of special interest to the laundryowner is the section on laundering Dynel. The booklet recommends extremely low temperatures for processing and finishing Dynel and offers other helpful notes on the reactions of the fabric.

For a copy of the 16-page, illustrated "Story of Dynel," write to the Textile Fibers Department, Union Carbide Corporation, 100 E. 42nd St., New York 17, N. Y.

English Extractor Offered




YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention **STARCHROOM LAUNDRY JOURNAL**.

Pinnacle Products Corporation, Elmsford, N. Y., has been appointed exclusive United States representative for the Broadbent extractor, made by Thomas Broadbent & Sons, Ltd., of England.

The Broadbent extractor is capable of producing from 500 to 600 pounds (dry weight) of work per hour, it is claimed. A preset electrical timer auto-



"BY JOVE...WORK DOES GO FASTER
WITH THE BAR-KEY LAUNDRY SYSTEM."

Barker Manufacturing Co.
730 East Michigan Ave. - Phone WO 4-9661
Battle Creek, Michigan

matically reverses the current to the motor windings at the end of the extraction cycle, thus eliminating the need for mechanical brakes.

No special foundation is required for the machine. Automatic cut-out switches stop the action if the load is more than 12½ pounds off balance. Patented spring suspension is said to eliminate vibration.

Other features of the machine include a special removable top ring on the basket, which permits easy unloading, and an interlocked safety cover. An alternative model offers a patented unloading device.

According to a Pinnacle spokesman, the Broadbent extractor offers low initial cost, rugged construction, ease of operation and high efficiency.

Demonstration, sales and service requirements are being established by Pinnacle and its distributors.

Haertel Storage Box



To promote box storage, the Walter Haertel Company has designed a new hamper-style box for use by housewives in collecting clothes for storage. The box comes knocked down for ease of handling and storing, and has a snap-in feature for easy assembly. The box is part of a new box storage plan kit

featured by the firm. The plan includes listing slips, operating procedure and advertising and display materials.

E-Z Packaging Aids



Additional features have been incorporated in the new E-Z Plastic Garment Bagger. A simple, attractive pedestal-mounted unit, the new bagger occupies less than 4 square feet of floor space.

Hairline sealing can be easily and quickly achieved even by inexperienced operators, the maker states. Sealing knives are completely covered to eliminate any danger to the operator. The unit can be operated by either left or right hand. Made of aluminum alloy and stainless steel, the E-Z Plastic Garment Bagger needs little maintenance.

The manufacturer is also offering a new polyethylene, the Vue Plastic by Chippewa, that is said to be thicker and stronger yet clearer. Vue Plastic is available in any width rolls and can take a fine seal, E-Z reports.

For more information on the E-Z Plastic Bagger and Vue Plastics, write to E-Z Packaging Corporation, 4850 W. Belmont Ave., Chicago 41, Ill.

Mildew-Combating Compound

To protect linens from mildew damage, Monsanto Chemical Company has developed

Be certain *you*
MAKE THE RIGHT CHOICE!

You're sure to when you specify

DARNELL

CASTERS AND WHEELS

TOP QUALITY SPELLS TOP PERFORMANCE FOR YOU

- **RUBBER TREADS** . . . a wide choice of treads suited to all types of floors, including Darnelloprene oil, water and chemical-resistant treads, make Darnell Casters and Wheels highly adapted to rough usage.
- **RUST-PROOFED** . . . by zinc plating, Darnell Casters give longer, care-free life wherever water, steam and corroding chemicals are freely used.
- **LUBRICATION** . . . all swivel and wheel bearings are factory packed with a high quality grease that "stands up" under attack by heat and water. Quick grease-gun lubrication provides easy maintenance.
- **STRING GUARDS** . . . Even though string and ravelings may wind around the hub, these string guards insure easy rolling at all times.



Here is an Important **NEW Book**
to assist you in selecting the
types best suited to your needs

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LTD.**

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60 WALKER STREET, NEW YORK 13, NEW YORK
34 NORTH CLINTON STREET, CHICAGO 4, ILLINOIS

Be Sure those Buttons Hold!



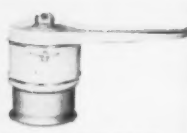
... Sew them on with a
CHANDLER
Button Sewer!

12 firm stitches in only 8 seconds
... last 2 stitches double locks the
button to the material. 500% faster
and superior to hand sewing.



To test Chandler Button
Sewer in your own plant,
ask for free trial offer.

Representatives in
all Principal Cities



BOCK-O-MATIC 85 TRAY-EX



BOCK-O-MATIC 85 TRAY-EX

TRAY TOPS
IN MANY COMBINATIONS
Can Be Fitted to Any Open-End
Washer. No Heavy Lifting—No
Carts—No Mess. Tray Top
Drains Into the Extractor.

FULLY AUTOMATIC
Cover Opens Automatically at
End of Cycle. Mechanical Timer
Starts, Stops and Opens Ex-
tractor.

BOCK GYRO-BALANCING
Perfect by Bock—Originators
of Self-Balancing Extractors.
Smaller Center Post—No Drive
Pins.

BOCK-O-MATIC DRIVE
Highly Successful Bock Fluid
Drive Coupling Combined With
Patented Self-Adjusting, Auto-
matic Brakes. Reduces Burden
on Motor, Increases Motor Life.
No Restrictions on Starts Per
Hour!

HIGH SPEED
Over 1600 RPM. The Fastest
30" Extractor on the Market.
Extracts 85 Lbs. Every 6 Minutes.

CONVENIENT
Ample Toe Space. Big 23"
Basket Opening for Easy Load-
ing of Shag Rugs, Netted Shirts.

Out-produces extractors of
much greater capacity.

CAN BE INSTALLED ON MOST
FLOORS... NET WEIGHT 935 LBS.
SHIPPING WEIGHT 1175 LBS.



BOCK-O-MATIC 85 EXTRACTOR
85 LB. (DRY WEIGHT) CAPACITY
BOCKLITE (FIBERGLAS) CURB
DEEP 30" DIAMETER BASKET

SEE YOUR DEALER FOR DETAILS

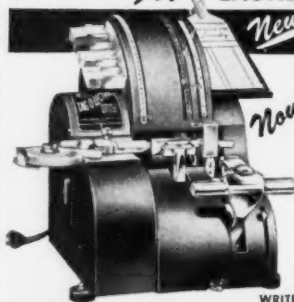
BOCK LAUNDRY MACHINE COMPANY

TOLEDO 2, OHIO

10, 15, 25, 50, 85 LB. (DRY WEIGHT) EXTRACTORS

THE UNIVERSAL TEMPORARY IDENTIFICATION MACHINE

For **LAUNDERERS AND CLEANERS**



Now! TAG-O-LECTRIC

Rheostat controls for consist-
ently strong clear printing;
and uniform stapling pres-
sure for proper set and clinch
of staples.

Tag-O-Letric makes, marks and
power staples in a single opera-
tion. One, or two precision-
placed staples.

It's the machine and tags that
break the bottleneck at mark-in
and up through assembly.

WRITE for FULL INFORMATION

TEXTILE MARKING MACHINE CO., Inc.

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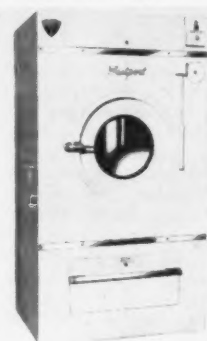
Syracuse 1, N. Y.

Santobrite, a compound which
prevents formation of mildew.
Santobrite is added to the wash-
er load during the regular laun-
dering cycle, prior to the sour-
ing rinse. Souring then fixes
Santobrite in the fabric until
its next laundering, the maker
states.

In a data sheet on the prod-
uct, Monsanto claims that less
than one ounce of Santobrite
is sufficient to protect 100
pounds of wash from mildew
damage.

Copies of the technical data
sheet can be obtained on re-
quest to Mrs. Sharon Clayton,
Organic Chemicals Division,
Monsanto Chemical Company,
Lindbergh and Olive Street Rd.,
St. Louis 24, Mo.

Coin-Metered Hoyt Driers

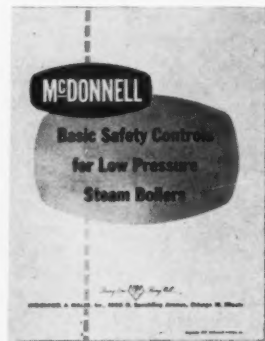


Automatic controls are com-
pletely concealed within the
cabinet of the newly introduced
Hoyt Coin-Metered Driers. De-
signed for coin-metered opera-
tions, these driers can be sup-
plied with built-in, flush-
mounted meters, or prewired
so that any meters desired can
be installed. Where needed, the
machines can be provided with
lock-and-key protection to guard
against theft.

Hoyt reports that the driers
permit fast drying of large or
small loads.

For further information write
to Hoyt Mfg. Corp., Forge Rd.,
Westport, Mass.

Safety Controls Booklet



Basic safety controls for low-
pressure steam boilers is the
subject of a new booklet by
McDonnell & Miller, Inc. The
24-page pamphlet is a compan-
ion to a previously issued book-
let covering safety controls for
hot-water space heating boilers.
It gives methods of providing
maximum safety and automatic
water level control for all low-
pressure steam boilers.

For a free copy of this book
write to McDonnell & Miller,
Inc., 3500 N. Spaulding Ave.,
Chicago 18, Ill.

New Unit Measures Sleeves



The newly developed Uni-
press Model MSA Double Sleeve-

Wax Lubricants Are Not All Alike

Try

SPRA MINIATURE BEADS OF WAX SEE THE DIFFERENCE

2 1/2 lb. samples free for the asking.

VICTOR ZOOL CHEMICAL CO.

1218 North Marshall Street
Philadelphia 22, Pa.

er with measuring device measures the length of the sleeve from cuff to shoulder seam and automatically presses both sleeves in one lay. The operator makes the lay on the Double Sleever and, by moving the handle, places the light of the measuring device at the desired length to be finished. This regulates the area to be pressed, between the cuff and shoulder seam.

Model MSA Double Sleever is equipped with expanding wings and large pressing heads to speed the drying and pressing time. Automatic clamp releases are additional time savers. The unit is available in seven colors.

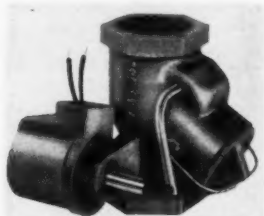
Complete information may be obtained from the Unipress Company, 2800 Lyndale Ave., S., Minneapolis, Minn.

controls the dumping of waste water from washing machines. The absence of cavities or obstruction in this direct-acting valve eliminates the collection of foreign matter, thus providing a clean and quick drain, the maker states. A quick clean-out plug, easily accessible, not only eliminates messy maintenance, but further assures clean drainage.

The valve features all-iron construction and stainless-steel seat, including a watertight (NEMA IV) solenoid enclosure. Soft composition disc and stainless seat provide tight shut-off on 5-foot head pressure. The unit has a dumping capacity up to 118 gallons per minute. The valve is available in 1 1/2- and 2-inch sizes.

For complete information write for Brochure "Bulletin 8339" to Automatic Switch Co., Florham Park, N. J.

Two-Way Drain Valve



Automatic Switch Co. has designed a new solenoid-operated drain valve that automatically

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

Obituaries

Richard B. Jackson, 83, former operator of a laundry in Wilkes-Barre, Pennsylvania, died in a hospital recently. Surviving is his daughter.

Lionel C. McKay, 55, vice-president of Toilet Laundries Ltd., Montreal, Quebec, Canada, died recently. Mr. McKay joined the firm in 1928. He was a director of Toilet Laundries (Ontario) Ltd., and of Paul Service Stores, Ltd. He was past president of

Continued on page 104

**Increase
YOUR
production
without
extra help**

**Lower
YOUR
operating
costs**

**More
Money
in YOUR
POCKET!**



with the
Dual-Purpose

CHALLENGE TUMBLER . . .

. . . the one tumbler that takes the place of as many as four of the older type machines . . . handles larger loads at faster cycles. Full dries 800 lbs. (dry weight) per hour and pre-conditions up to 2400 lbs. per hour (dry weight). Your ironer production is frequently doubled by this dependable "pre-conditioning." Moisture content is reduced on an average of 3% per minute. With a Challenge Tumbler you will realize greater efficiency at reduced labor costs.

Every day you wait costs you money! Call or write today for complete information, and be sure to ask for our FREE "planning service." A comparison with your present plant and equipment will quickly show you how Challenge Tumblers can serve your production requirements better.

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LoLA Trifold gives your shirts a Good Morning look



Famous original Trifold leaf . . .
with arms for quick smooth
wrinkless folding . . . every time

Especially designed for the LoLA collar using "poly" bags and Steele's new LoLA Anti-Crush collar supports, but does not prohibit the use of shirt boards and bands and the standard Anti-Crush collar support.

Includes Fold-A-Cuff for folding French Cuffs.

Improve quality and speed up production with the all new LoLA Trifold Shirt Folding Machine.

See it at the AIL Convention—Booth #105

J. W. STEELE & COMPANY

12th Ave. and Howell Street
North Kansas City 16, Mo.

BULLDOG LINE Metal Press Pads

- FLAN-L-TEX METAL PRESS PADS
- ASBESTEX COVERS
- BULLDOG NYLON PRESS COVERS
- MET-L-FLAN TOP PADS

ASK YOUR JOBBER OR WRITE DIRECT

X. S. SMITH INC.

RED BANK
NEW JERSEY

Do YOU have bleach retentive fabric damage? Try fluorescent . . .

FLUOR-O-LITE ANTICHLOR SOUR

Expels residual chlorine from most fabrics including bleach retentive materials — no blue needed.

Send for circular today

MARTENS CHEMICAL CORP.

243 Clinton Avenue

Kingston, New York

Continued from page 103

the Canadian Research Institute of Launderers & Cleaners, serving in 1948. A prominent Montreal Shriner and Mason, Mr. McKay was a member of the Kiwanis Club of Montreal, Marlborough Golf Club and Montreal Skeet Club. Surviving are his wife, mother, daughter and son.

Richard H. Sperling, 47, manager of Fairfield State Hospital Laundry, Newton, Connecticut, died in an automobile accident on the Hutchinson River Parkway in New York recently. Surviving are his wife and two children.

Harold Townsend, owner of Model Laundry and Drycleaning Company, Grand Island, Illinois, died recently. His son, Lloyd will continue to operate the establishment. Mr. Townsend was active in association and civic affairs. Among his survivors, besides his son, are three brothers who operate plants in Nebraska; Willard in Lincoln, Richard in Omaha and Thomas in Fremont.

Convention Calendar

South Carolina Association of Launderers and Cleaners
Francis Marion Hotel, Charleston, South Carolina, February 21-22, 1958

National Association of Institutional Laundry Managers
Congress Hotel, Chicago, Illinois, February 26-March 1, 1958

American Institute of Laundering
Conrad Hilton Hotel and Amphitheatre, Chicago, Illinois, February 26-March 2, 1958

Connecticut Launderers & Cleaners Association, Inc.
Hotel Statler, Hartford, Connecticut, March 7, 1958

New England Linen Supply Association
Somerset Hotel, Boston, Massachusetts, March 7-8, 1958

North Carolina Association of Launderers & Cleaners
Hotel Charlotte, Charlotte, North Carolina, March 7-8, 1958

Massachusetts Laundryowners' Association
Statler Hotel, Boston, Massachusetts, March 28-29, 1958

Maryland-District of Columbia and Virginia Laundryowners Association
The Greenbrier Hotel, White Sulphur Springs, West Virginia, April 7-9, 1958

Laundry Owners and Drycleaners of North Dakota
Jamestown, North Dakota, April 12-13, 1958

Diaper Service Institute of America
Shoreham Hotel, Washington, D. C., April 13-16, 1958

Linen Supply Association of America
Shamrock Hotel, Houston, Texas, May 3-7, 1958

California Laundry & Linen Supply Association
El Mirador, Palm Springs, California, May 7-10, 1958

Pennsylvania Laundryowners Association
Pocono Manor Inn, Mt. Pocono, Pennsylvania, May 8-11, 1958

Laundry and Cleaners Allied Trades Association
Sun Valley, Idaho, May 14-18, 1958

Idaho State Launderers & Dry Cleaners Association
Owyhee Hotel, Boise, Idaho, May 15-17, 1958

New Hampshire Laundry and Cleaners Association
Eastern Slopes Inn, North Conway, New Hampshire, May 17-18, 1958

Illinois Laundryowners Association
Wagon Wheel Lodge, Rockton, Illinois, May 22-23, 1958

Oregon State Laundry Owners Association
Gearhart Hotel, Gearhart, Oregon, May 22-24, 1958

Laundry Owners & Dry Cleaners Association of Montana, Southern Alberta and Northern Wyoming
Havre Hotel, Havre, Montana, May 29-31, 1958

Georgia Launderers and Cleaners Association
Biltmore Hotel, Atlanta, Georgia, June 4-5, 1958

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10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

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Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Rates are net; not commissionable.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 305 East 45th St., New York 17, N. Y.

LAUNDRIES AND CLEANING PLANTS FOR SALE

Modern, well-established drycleaning, laundry and storage plant, doing quality work in industrial New England city, center of a large trading area. **REAL OPPORTUNITY** for younger men interested in insuring a good future by ownership of his own business. **ADDRESS:** Box 1678, **STARCHROOM LAUNDRY JOURNAL.** -2

For sale, laundry, drycleaning plant, nice stucco home next to laundry. Good building, business and equipment. Real estate for \$65,000 for quick sale. Will consider less. \$30,000 down payment. **ADDRESS:** Box 1707, **STARCHROOM LAUNDRY JOURNAL.** -2

DRIVE-IN DRYCLEANING PLANT. Lot is 100 x 230 ft., building 50 x 96. 10-million-dollar plant going in within a few blocks. Located in suburban Washington, D. C. Tremendous increase in population in process in area. \$25,000 down payment. \$100,000 annual gross. **ADDRESS:** Box 1714, **STARCHROOM LAUNDRY JOURNAL.** -2

BUSINESS OPPORTUNITIES

British firm of laundry engineers producing successful automatic sheet spreading and feeding machine wishes to negotiate with American machinery manufacturer for its production and sale in the U. S. A. either by licence agreement or outright sales of American patents. Director visiting U. S. A. early 1958 available for discussion. Firms interested should communicate with **LISTER BROS. LTD., ENGINEERS, NIGHTINGALE VALE, WOOLWICH, LONDON, S. E. 18, ENGLAND.** 1696-11

Successful Laundry and Chemical Supply Co. in Connecticut would like to consolidate with another leading supply house for expansion purposes. Excellent reputation and very good potential and future for the right people. **ADDRESS:** Box 1736, **STARCHROOM LAUNDRY JOURNAL.** -11

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

CONSULTANTS

Surveys of complete plants, of single departments, or individual problems. Any type laundry—commercial, linen supply, family, industrial, institutional. All phases including methods, incentives, layouts, production controls, mechanical, chemical, textile. **HARRY COHEN, LAUNDRY MANAGEMENT CONSULTANT, 745 F 5th Avenue, New York 22, N. Y. Tel: ELdorado 5-1353.** 1612-25

MERCHANDISE FOR SALE

MANUFACTURER SELLING OUT SURPLUS 24 x 36 NYLON NETS, \$13.50 PER DOZEN, FINEST QUALITY. SUPPLY LIMITED. L. S. SUPPLY COMPANY, 168 TRENTON AVENUE, WHITE PLAINS, NEW YORK. 1582-45

Shirt collars—non-wilt, all sizes, \$3.75 dozen. **COLLAR TOPS**—fastest way to replace a collar, all sizes 14 thru 17. Write for free catalog on specialties to B & G Lieberman Company, Inc., Box 227, Jackson Heights 72, N. Y. 1705-45

Manufacturers of Osnaburg, sheeting, and all other **COTTON LAUNDRY BAGS**, plain or printed with your advertisement in **ANY SIZE**, with or without drawstrings or grommets, at low prices, delivered your place. **BARCHENKO BAG and BURLAP CO., 370-374 Cleveland Street, Brooklyn 8, N. Y.** 1716-45

MERCHANDISE WANTED

We buy for cash any quantity laundered shirts. Please write or phone Edward's, 18 North Miami Avenue, Miami, Florida, FRanklin 1-8167. 1717-47

HELP WANTED

PRODUCTION MAN: Real opportunity as shift superintendent in large growing industrial laundry. Modern equipment and modern ideas will give you chance to show your ability. Give background, experience, salary expected. **ADDRESS:** Box 1567, **STARCHROOM LAUNDRY JOURNAL.** -7

MANAGER FOR INDUSTRIAL LAUNDRY. Are you aggressive—do you want to increase your income? We want men with managerial experience in the industrial laundry and linen supply industry. Communicate with National Industrial Laundries, 1100 Sherman Avenue, Elizabeth, N. J. 1672-7

LAUNDRY SUPERINTENDENT: Wonderful opportunity for qualified man capable of assuming all production responsibilities and experienced in all phases of laundry operation. Located in San Francisco area. Reply giving full particulars. Present superintendent aware of this advertisement. **ADDRESS:** Box 1711, **STARCHROOM LAUNDRY JOURNAL.** -7

LAUNDRY SUPERINTENDENT: For old-established plant in the Tidewater area of Virginia. Must have complete experience in all phases of laundry production, payroll, incentives, etc., specifically top-quality work. Must be family man, about 35 to 45. Top salary, bonus, paid vacation, group insurance for aggressive up-to-date man. State complete background applying to Box 1712, **STARCHROOM LAUNDRY JOURNAL.** -7

Representatives for established manufacturer of textile products for laundries and cleaners, sold through distributors only. Line features press pads and covers, aprons, bags, treated nylons and textile specialties. In reply, state exact territory covered, lines now handling. Stadham Company, Inc., Hexagon Division, 1825-31 N. 20th Street, Philadelphia 21, Pa. 1713-7

MINT, the only licensed and bonded employment agency specializing in the placement of personnel in the **LAUNDRY** and **DRYCLEANING** industry exclusively is now expanding its services nationally. **POSITIONS** available throughout the U. S. A. Register with us at once. Simply mail your resume or letter to us stating your qualifications and an application will be forwarded to you immediately. Interviews will be arranged promptly. All correspondence and contacts will be **STRICTLY CONFIDENTIAL. NO CHARGE** for registration, write to Mint Personnel Specialists, Dept. LD, 111 West 42nd St., New York 36, N. Y. Tel.: LOngacre 3-0021. 1735-7

SITUATIONS WANTED

SALES AND ADVERTISING MANAGER—excellent executive background in all phases of laundry and drycleaning merchandising. Interested in position with top-quality, sales-minded firm located in West or Middle West. **ADDRESS:** Box 1698, **STARCHROOM LAUNDRY JOURNAL.** -5

MANAGER OR SALES MANAGER: Well experienced in both fields of drycleaning and laundry. Know standard production and efficiency. Have proven record on how to increase your **SALES** by **TRAINING ROUTEMEN**, etc. **ADDRESS:** Box 1710, **STARCHROOM LAUNDRY JOURNAL.** -5

Seldom are high-caliber, thoroughly experienced management men available in our industry. Young and aggressive. Sales, costs and advertising, quality, production control and incentives, coupled with modern method-techniques, and a fine employee relationship assure greater profits and increased plant prestige. **ADDRESS:** Box 1715, **STARCHROOM LAUNDRY JOURNAL.** -5

SALESMEN—DISTRIBUTORS AVAILABLE

Manufacturer of nationally distributed line of products for commercial laundries, linen suppliers, diaper services, institutional laundries and drycleaners is interested in securing additional products for marketing by their sales force. **DO YOU HAVE A PRODUCT THAT HAS NATIONAL SALES POTENTIAL BUT LACK THE CAPITAL OR SALES FORCE TO GET IT OFF THE GROUND?** If you have such a product, **ADDRESS:** Box 1721, **STARCHROOM LAUNDRY JOURNAL.** -14

These helpful booklets

Can Show YOU HOW To:

- Solve special problems
- Train new help
- Make more money

1. How To Clean Cotton Rugs\$.25
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ABC's of washroom operation
4. Storage for the Drycleaner50
5. Guide to Plant Layout 1.00
making the drycleaning plant more efficient
6. How To Train Finishing and Folding
Operators in the Laundry 1.00
7. Manual for Training Wool Finishers 1.00
the complete job on all types of garments
8. Guide to Construction and Remodeling of
Drycleaning Plants 1.00
9. How To Build a Greater Demand for
Your Professional Laundry Services 1.00
10. Advertising That Builds and Holds
Laundry Business 1.00
11. Fur Book 1.00
complete textbook on cleaning, repairing
and remodeling furs
12. Legal Decisions for the Drycleaner 2.00
13. The Charged-System Roundup 1.00
14. Fabric Facts 1.00
how to identify, clean, spot and finish
all kinds of textiles

To order, check number and mail coupon.
Special rates on quantities quoted on request.

REMITTANCE MUST ACCOMPANY ALL ORDERS

STARCHROOM LAUNDRY JOURNAL

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Send books indicated below.

My check for _____ is enclosed.

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9	10	11	12
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S-2

SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive DAVOTEX process. You will become a regular customer. C. O. D. CLEANING & DYEING CO., 1450 Harrison St., Davenport, Iowa. 654-13

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. full line of Asher ironers rebuilt by men who know how. BAEHR LAUNDRY MACHINE CO., 29 Calumet Street, Newark 5, N. J. 1228-37

CARDING WIRE

CARDING WIRE: For curtain and blanket stretchers. G. W. ROBINSON CO., 36 Pleasant Street, Watertown, Mass. 5240-38

MACHINERY WANTED

WANTED, MONEL METAL WASHERS, all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. ADDRESS, Box 874, STARCHROOM LAUNDRY JOURNAL. -3

54", 50" and 48" Notrux extractors, 8- and 6-roll American or Troy ironers. Highest prices paid! ADDRESS, Box 1414, STARCHROOM LAUNDRY JOURNAL. -3

WANTED TO BUY: Hawkeye electric rotary or revolving iron. Also parts for this iron. Manufactured and sold by Cleaners Appliance Co., Des Moines, Iowa. Since gone out of business. ADDRESS: Box 1708, STARCHROOM LAUNDRY JOURNAL. -3

MACHINERY FOR SALE

TWINRAPID ROTARY PRESS UNIT, consisting of: 51" TAPERED AS WELL AS MUSHROOM PRESSES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1118-4

AMERICAN and TROY 5-ROLL 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

TROY and AMERICAN LATE-TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30 x 30", 36 x 54", 42 x 72" and 44 x 84". Ready for immediate delivery. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

8-ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS. COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 6-, or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9368-4

15 POUND AMERICAN AND HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN. 36" x 30" HUEBSCH AND AMERICAN OPEN END TUMBLERS. GAS AND STEAM HEATED. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 597-4

40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 598-4

STARCHROOM LAUNDRY JOURNAL

MACHINERY FOR SALE (Cont'd)

MONEL METAL WASHERS, AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 30 x 48", 30 x 30", 24 x 36", 24 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 693-4

60" AMERICAN ZEPHYR, HOFFMAN AMICO AND TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 600-4

AMERICAN TILTOR 4-GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

48" VIERSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR-DRIVEN EXTRACTORS. Ready for immediate delivery. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

24 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

GASWAY IRONER, LATEST TYPE GAS HEATED CYLINDER 18 x 100", MOTOR DRIVEN, COMPLETE WITH AUTOMATIC CONTROLS. EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1075-4

AMERICAN and TROY 26" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

PROSPERITY POWER CIRCLE and UNIPRESS LATEST TYPE 4-GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9952-4

MODEL 75, AMERICAN VACUUM STILL, COMPLETE WITH MOTOR-DRIVEN PUMP, 6-NATIONAL HAND AND POWER MARKING MACHINES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 984-4

AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER and AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 20" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4753-4

40" TROY and TOLHURST, direct motor-driven and belt-driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4755-4

2-ROLL 100", 110" and 120" AMERICAN AND CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 735-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

Prosperity Power Circle, Model 454 tapered and 154 duck coat presses. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, New York. 1535-4

Leef Leggers and Pocketeers. Equal to new. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1536-4

Unipress 53" tapered presses and mushroom presses. Ideal pants pressing unit. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1534-4

PROSPERITY LATEST TYPE SPORT SHIRT UNIT, complete with TUMBLER AND DRYSET VACUUM UNIT. Used less than one year. Equal to new in every respect. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1537-4

American and Hoffman 140F drycleaning units, complete in every respect. New-machine condition, at considerable saving over new-equipment price. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 1538-4

Hoffman model XC05, XC056 and XW12 presses, Cissell puffers, Cissell, cuff cleaners and sleeve finishers. Real values. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1539-4

ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

With runaway inflation upon us **WILLIAMS** is still selling equipment at pre-war prices! **SURPLUS EQUIPMENT OF FINE LAUNDRY & DRY-CLEANING MACHINERY from SEVERAL PLANTS and INSTITUTIONS. ACT FAST FOR BARGAINS!** American 8-roll 120" **FLATWORK IRONER**; American 6-roll 120" **FLATWORK IRONER**, 42 x 84"; American Norwood Cascade **MONEL WASHERS**, 2 pockets; 42 x 96", 3 pockets; 42 x 96", 8 pockets; 30 x 30" American Cascade **MONEL WASHERS**, 24 x 36" American Cascade **MONEL WASHERS**; American 54" **NOTRUX EXTRACTOR**, 3 sets of **MONEL CONTAINERS**; American 48" **MONEL OPEN-TOP EXTRACTORS**; 30" copper starch **EXTRACTOR**, all direct motor-driven, AC 220 volt, 3 phase, 60 cycle. And a **NUMBER OF OTHER ITEMS** too numerous to mention in this issue. **WRITE, WIRE OR 'PHONE, WILLIAMS LAUNDRY MACHINERY, 37-37 9th St., Long Island City 1, N. Y., Stillwell 6-6666.** 790-4

42 x 84" Troy and Smith-Drum Monel washers, 2-pockets, 2-doors. Machines running in a local hospital, can be inspected. **SPECIAL PRICE \$1,995 each.** Washers motor-driven, guaranteed in good running condition. Excellent buy. **WILLIAMS LAUNDRY MACHINERY CO., INC., 37-37 9th Street, Long Island City 1, N. Y. Stillwill 6-6666.** 872-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has available American Notrux extractor, American 8- and 6-roll ironer, American Cascade 42 x 84, also 9-pocket stainless washer, Hoffman drycleaning and laundry washers, Pellerin-Milnor automatic washers, Hoffman and American 30, 48, and 60" extractors for laundries and cleaners, Hoffman 140F and synthetic cleaning unit. Also Prosperity, Mercury, Manitowoc, Columbia, Butler, Sec-O-Matic synthetic units with Hoyt solvent saver, Prosperity 2-girl shirt unit, Bendix washers, Bock extractors, Huebsch tumblers for laundrettes. 1722-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has Sec-O-Matic synthetic unit with solvent saver—Mercury—140F unit—60 lb. automatic unit—10 lb. Columbia unit. 1723-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has available laundry and drycleaning equipment from several modern plants. Prices reasonable, with terms. Request availability list without obligation. 1724-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has large stock of new and rebuilt equipment, reasonable prices and terms, one-year guarantee. Individual machines or complete plants for laundry, synthetic or petroleum, also laundrette. List the machines you have for sale with us. 1725-4

MACHINERY FOR SALE (Cont'd)

- 5 Huebsch or American Zone-Air open-end tumblers, AC 220 volt, 3 phase, 60 cycle, practically new. Available, immediate sale. **Special price \$225 each. ADDRESS, Box 792, STARCHROOM LAUNDRY JOURNAL.** -4
- 1 Hedron Ruffle Ironer, 115 Volts, A.C. or D.C. foot rheostat control, hardly used. The Amy Company, 10321 Jasper Ave., Cleveland 11, Ohio. 1492-4
- SIX-ROLL AMERICAN 120" IRONER**, rebuilt and guaranteed, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1271-4
- 48" AMERICAN OPEN-TOP EXTRACTOR**, in excellent condition. Talley Laundry Machinery Co., Greensboro, N. C. 1272-4
- 30" HUEBSCH HANDKERCHIEF IRONERS** with fluffers, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1267-4
- 34 x 54 AMERICAN CASCADE WASHER**, Monel metal, 2-pocket, 2-door rebuilt and guaranteed. Talley Laundry Machinery Co., Greensboro, N. C. 1268-4
- PROSPERITY TWO-GIRL SHIRT UNITS**, rebuilt and guaranteed. Talley Laundry Machinery Co., Greensboro, N. C. 1269-4
- 60# PANTEX-PERK DRYCLEANING UNIT**, two years old, excellent condition. Talley Laundry Machinery Co., Greensboro, N. C. 1275-4
- PROSPERITY 31" P. C. WEARING APPAREL PRESSES**, a real bargain. Talley Laundry Machinery Co., Greensboro, N. C. 1276-4
- UNIPRESS TWO-GIRL SHIRT UNIT**, rebuilt. Talley Laundry Machinery Co., Greensboro, N. C. 1277-4
- 30 x 30 AMERICAN STAINLESS-STEEL WASHERS**, excellent condition. Talley Laundry Machinery Co., Greensboro, N. C. 1278-4
- 34 x 30 HUEBSCH GAS-FIRED TUMBLERS**, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1279-4
- HOFFMAN X MODEL PRESSES**, factory rebuilt. Talley Laundry Machinery Co., Greensboro, N. C. 1280-4
- COMPLETE STOCK OF REBUILT GUARANTEED LAUNDRY AND DRY-CLEANING MACHINERY**. Talley Laundry Machinery Co., Greensboro, N. C. 1281-4
- 5-Prosperity #25 fully automatic open-end washers with supply injectors. Bargain—2 years old. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1585-4
- 75"—American return ironer in A-1 condition—late model—low price. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1586-4
- 1—48" all stainless-steel open-top extractor—perfect shape. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1587-4
- 3—42" x 84" **SUPER LAUNDRY MACHINERY CO.** all stainless two-pocket, 2-door, double-end, double motor-driven washers, 1—42" x 54" **AMERICAN NORWOOD** stainless, two-pocket, two-door, motor-driven washer. Chicago Used and New Laundry Equipment Co., 3128 W. Lake St., Chicago 12, Illinois, NEvada 2-2621. 1608-4
- The patented Pil-O-Bar automatic feather cleaning and tick filling machine will make money for you and render a service to your customers. Clean feathers the easy way with electricity, no water or solvents. Investigate the Pil-O-Bar profit-making plan today. Write: Wichita Precision Tool Co., Inc., 450 N. Seneca, Wichita 12, Kansas, for complete details and information. 1610-4
- For sale—One automatic Luetzow polyethylene drycleaning garment bag making machine, two months old. Also 35 rolls polyethylene. Machine cost \$750. Any reasonable offer accepted. Write Blue Point Laundry, Blue Point, L. I., N. Y. 1694-4
- FOUR—AMERICAN FORMATIC CABINET SLEEVERS**, in first-class mechanical condition, less than two years old. **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1695-4
- FOR SALE AT BARGAIN PRICES:** Two—Prosperity 200 lb. open-end washers with automatic washman, one—Prosperity 150 lb. open-end washer, one—Unipress late-type cabinet bosom shirt unit, 6 months old, Rosenthal Wrap-O-Matic table, American 8-roll 120" flatwork ironer, Ajax, Prosperity and Pantex shirt units, all sizes—Monel and stainless-steel washers. **CHICAGO USED & NEW LAUNDRY EQUIPMENT CO.**, 3128 W. Lake Street, Chicago 12, Illinois. Phone: NEvada 8-7763. 1720-4
- LIQUIDATION OF BEST LAUNDRY, JERSEY CITY, NEW JERSEY. ALL TYPES OF LAUNDRY EQUIPMENT—EVERYTHING MUST GO—TWO-GIRL SHIRT UNITS—SINGLE ASHER IRONER—40" EXTRACTOR—HUEBSCH TUMBLERS—3000-GALLON HOT WATER TANK—(WOOD WASHERS 42 x 54—42 x 48—34 x 34—GOOD CONDITION)—BUTTON MACHINE—50 H.P. BOILER, FULLY AUTOMATIC—3 H.P. COMPRESSOR—HUEBSCH HANKIE IRONER—BODY CLOTHES UNITS—CISSELL SOCK FORMS—PUFFERS—BASKETS—SHIRT RACKS—BINS—FANS—WET-ASSEMBLY RACK—PINS—TIME CLOCK—CASH REGISTER—OTHER ITEMS. INQUIRE: SAM BIEL, 40 WEST THIRD, BAYONNE, N. J. FEDERAL 9-6161, EVENINGS FEDERAL 9-8569. 1719-4**
- AMERICAN MASTER CASCADE, DOUBLE-END-DRIVEN, CONVERTED TO SILENT CHAIN DRIVE AND "V" BELT DRIVE AT MOTOR, 44 x 96", 44 x 108", 44 x 120" MONEL METAL WASHERS** with 3 and 4 pockets. **CUMMINGS-LANDAU**, 313 Ten Eyck St., Brooklyn 6, N. Y. 1726-4
- 42 x 84" **TROY ELECTRO MANUAL WASHERS**, HAVING 4-COMPARTMENT 4-DOOR SLIDE-OUT CYLINDERS. **CUMMINGS-LANDAU**, 313 Ten Eyck St., Brooklyn 6, N. Y. 1727-4
- 3—HYDRATORS. NOW IN OPERATION IN PITTSBURGH. CAN BE PURCHASED FOR FRACTION OF ORIGINAL COST. **CUMMINGS-LANDAU**, 313 Ten Eyck St., Brooklyn 6, N. Y. 1728-4
- AMERICAN STREAMLINED 6-ROLL IRONER**, WITH HAMILTON SPRING PADDED ROLLS AND VACUUM DEVICE. IN NEW-MACHINE CONDITION. **CUMMINGS-LANDAU**, 313 Ten Eyck St., Brooklyn 6, N. Y. 1729-4
- AMERICAN, TROY AND SMITH-DRUM MONEL METAL WASHERS. MOTOR-DRIVEN, 42 x 96" 2-POCKET and 3-POCKET; 42 x 72" 2-POCKET. CUMMINGS-LANDAU**, 313 Ten Eyck St., Brooklyn 6, N. Y. 1730-4
- PURKEITT 72" HEATED CONDITIONING TUMBLER**, COMPLETE WITH CONVEYOR. IN EXCELLENT OPERATING CONDITION. **CUMMINGS-LANDAU**, 313 Ten Eyck St., Brooklyn 6, N. Y. 1731-4
- NATCO MODEL SO65, 600-GALLON HOT WATER HEATER. USED LESS THAN ONE YEAR. PROSPERITY SEMI-AUTOMATIC FOLDING TABLE. 2-ROLL RETURN-FEED COLUMBIA STEAM HEATED IRONER. CUMMINGS-LANDAU**, 313 Ten Eyck St., Brooklyn 6, N. Y. 1732-4
- 6—AMERICAN SUPER-ZARMO DUCK COAT PRESSES, 4 AMERICAN FOLDMASTERS, EITHER FOR 7" or 8" FOLD. **CUMMINGS-LANDAU**, 313 Ten Eyck St., Brooklyn 6, N. Y. 1733-4

POWER PLANT EQUIPMENT FOR SALE

FOR SALE: HEATER EXCHANGER—SHELL AND TUBE TYPE, 21 FEET LONG (4 SECTIONS), 1" ADMIRALTY TUBES. EXCELLENT CONDITION. PLANT HAS OUTGROWN THIS UNIT. FOR COMPLETE DETAILS CONTACT COVERALL SERVICE & SUPPLY INC., 551 SMITH STREET, BUFFALO, NEW YORK. 1636-36

TWO PERMUTIT ZEOLITE WATER SOFTENERS with accessories. Completely automatic, 7' high, 9' diameter. New in 1948. Indianapolis Bleaching Co., 900 W. Wabash, Indianapolis, Indiana. 1709-36

84" x 216" PATTERSON-KELLEY ASME and PENNSYLVANIA CODE WATER HEATER TANK WITH 2 HEATING ELEMENTS. Capable of furnishing 7500 gallons hot water per hour. **BREADY WASTE WATER HEAT RECLAIMER**, having 6 sections of reclaimer units 6" in diameter by 18' long. IN EXCELLENT MECHANICAL CONDITION. **CUMMINGS-LANDAU**, 313 Ten Eyck St., Brooklyn 6, N. Y. 1734-36

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OUR READERS SAY

The Pleasure's Ours

To the Editor:

I am writing to thank you for the help you gave me when I visited the States some months ago. I found the talk we had on my arrival most helpful in orientating myself, and the contacts you gave me were just the sort of people I wanted to meet. If ever you, or any of your staff, come over here I would like to help in any way possible.

I have just had my impressions of my visit published in *Power Laundry*. The article starts on page 1065 of the issue of the 13th December, and will go on for one or two more issues. . . .

ROGER FRANKENBURG, Director
Lyndale Laundries Ltd.
London, England

Mr. Frankenburg's impressions of America as the Laundryman's Paradise are tempered by the fact that profits are generally lower here than in the United Kingdom. His first article gives some of the reasons.—EDITOR

Betty Best Booster

To the Editor:

This summer when I visited your company, you told me you will help me in all problems in shirts, laundry and drycleaning.

Now I saw in September issue the article by Betty Best about the professional laundry. Certainly many plant-owners like to learn much more about this fine program and I am asking you if I can get more facts in the "Shirt Story."

Many readers would be happy with me to hear more and I thank you in advance for your help. Please send me one copy of this "Shirt Story."

RUDOLF WEGMANN
Thalwil-Zurich
Switzerland

We'll gladly forward your request to Miss Betty Best.—EDITOR

Call Me Mister!

To the Editor:

I hope this is not asking too much, but would like to have the home or business address of Mr. Lou Bellew, the gentleman who draws cartoons for your magazine.

We were in the Army together at Aberdeen Proving Ground, and lost trace of him in 1945 when we got out.

Saw one of his cartoons in your

magazine today, and very good, too, so hope I can locate him.

BERT W. BENNINGER
Brookville, Pa.

Lou is now West Coast Editor for STARCHROOM and NATIONAL CLEANER & DYER. He can be reached at 4743 Collis Avenue, Los Angeles 32, California.—EDITOR

Bundle Quality Check

To the Editor:

Some time ago you printed an article on a bundle quality check-up in which point values were given to each part of the bundle.

I am unable to find this article among my copies of the JOURNAL. Could you send me either the complete issue in question or a reprint of the article.

J. A. W. DAVIDSON, Manager
North-West Laundry Limited
Winnipeg, Man., Can.

For the latest word, may we suggest that you review the story "Quality Standards—Facts vs. Opinion" in the January 1958 issue of STARCHROOM.—EDITOR

Loaves Quality Story

To the Editor:

Thank you so much for the tear sheets of the STARCHROOM coverage of the Tri-State Convention. It really is a bang-up job! I loved the way you so correctly interpreted and reported all that we said, plus the special emphasis you put on the very points we hoped to get across.

I'm looking forward to a chance to visit with you at the AIL Convention next month.

We would like to receive STARCHROOM at this office regularly. Would you please send our name around to your circulation department and have them bill us for it! Also, we would very much appreciate receiving a few extra copies of the January issue for our files.

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the laundry industry, your problems and your solutions to problems. Address letters to:

The Editor
Starchroom Laundry Journal
305 East 45th Street
New York 17, N. Y.

I understand from Mr. Witherspoon you are doing an article on Dupont Laundry. I am interested in Dupont both from the standpoint of their being an agency client, and also because he is a Bureau subscriber, so I shall look forward to seeing it. Doesn't he have a beautiful plant?

PEGGY DWYER, Vice-President
Bureau of Laundry and
Dry Cleaning Standards
Washington, D. C.

Thank you. The Dupont story appears in this issue.—EDITOR

Information, Please

To the Editor:

I am anxious to secure a list of companies which manufacture equipment for use in a self-service "laundromat" type of operation. In addition, I should like to gather all pertinent information which you may have available relative to the operation of such a laundry.

DAVID A. PALMER
Summit, N. J.

To the Editor:

I am interested in opening up some automatic coin-operated, self-service laundries. Can you give the names of concerns supplying this operation?

JOE EHRLICH
Lima, Ohio

To the Editor:

We would like to know where to get information about the new packaging method with the heated collar form set in an automatic folding table, as described in the June issue of STARCHROOM LAUNDRY JOURNAL.

C. H. CAMPBELL
Campbell's Cleaners-Laundriers
Fort, Scott, Kans.

Names of supply services sent to all inquirers.—EDITOR

A Good Start

To the Editor:

Please send us more information about the article entitled "Help Wanted" on page 2 of the November issue.

This is the first issue we have received. Our subscription just started.
Red Cap Cleaners
Yonkers, N. Y.

Be very happy to.—EDITOR

WORLD'S LARGEST UNLOADING WASHER



60 x 120 Four Pocket
Completely Automatic
Unloading Open Pocket
Type Washer

Installed in the Chicago
plant of the American
Linen Supply Company

Built by ELLIS for Maximum Economies

This giant 60 x 120 Stainless Steel Open Pocket Unloading Type Washer is another step in Ellis leadership . . . the first ever designed to deliver a record capacity of approximately 20,350 pounds of continuous toweling per 8-hr. shift, averaging about 1850 lbs. per load.

For this big machine, a shorter formula is set up than used on other units. Open-pocket action permits washing of larger loads in less time. Exactly 45 minutes is required to process one load . . . washing time is 33 minutes . . . loading and unloading time is clocked at 12 minutes.

The Washer is connected to a central supply system that delivers all washing supplies directly to the unit, metered and timed to a scheduled formula. The greatly increased capacity in minimum floor space, lowering operating and maintenance costs, and saving in man-hours, all make for plant efficiency and profits.

SPECIFICATIONS:

Washer constructed of 18-8 Stainless Steel. Cylinder driven from both ends by 2 motors driven through two spiral drive units, electrically and mechanically connected for balanced torque. Three 10" dump valves, four 3" water valves, with continuous water manifold, all pneumatically operated.

BUILT FOR ALL SIZE PLANTS

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